RESOURCES FOR RECREATION IN THE UPPER ROGUE RIVER VALLEY

by

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RESOURCES FOR RECREATION IN THE UPPER ROGUE RIVER VALLEY

CHAPTER ONE

INTRODUCTION

The Upper Rogue River Valley is one of the widely-known recreation regions of the Pacific Northwest. In Oregon it stands high on the list of areas especially attractive to tourists and vacationists. The recreation opportunities associated with the region are enjoyed by approximately 1.7 million visitors annually and the gross yearly returns from the resulting activities are estimated to be approximately 14 million dollars. The income from recreation is exceeded only by the returns from lumbering and agriculture.

The Upper Rogue River Valley is a partially mountain-enclosed basin in southwestern Oregon. It is located just north of the California-Oregon state line and is approximately 75 miles due east from the Pacific Ocean. The area of study, confined chiefly to the drainage basin of the upper Rogue River, lies within the boundaries of Jackson and Josephine counties. It also includes Crater Lake National Park. A small number of mountain lakes along the crest of the Cascade Mountains in Klamath County have been included. Although outside of the drainage basin of the Rogue River, they play an

important role in the gross pattern of the valley's recreation activities.

The Upper Rogue River Valley is surrounded by the rugged Cascade, Siskiyou, and Coast Range Mountains. The average elevation of the enclosing mountain rim is approximately 4500 feet. Many spectacular peaks surpassing 6000 feet jut above the general height of the encompassing highlands. The basin floor varies in elevation from approximately 2000 feet near the city of Ashland to about 900 feet near Grants Pass. The Rogue River is the dominant physical feature of the valley as it winds and roars its way down the rugged slopes of the mountains. In a more subdued manner it meanders over the more level topography from Trail to Grants Pass and escapes from the lowlands through a steep-sided gorge to eventually flow into the Pacific Ocean.

Recreation within the area has been enhanced by the varied combination of mountain and river scenery, geologic formations, varieties of animal life, and rich historical past. Dense stands of virgin coniferous forests provide a dark green cloak for the surrounding mountain slopes. The blue depths of Crater Lake and its challenging genesis leads the list of nature's gifts.

The valley and foothills are in marked contrast to the picturesque moutains that enclose the basin. Man has

settled on the lower foothills and comparatively flat valley floor. Here urban centers, settlements, and farmsteads indicate his occupancy. Land use becomes more intensive. Field crops and pastures form a pleasing checkerboard pattern over the more level landscape; pear orchards climb the lower, steeper slopes. (See Figure 1)

Developments for recreation in the region have been accented by the creation of state and county parks. The Federal Government has established a National Park and a National Monument. There are portions of three national forests with Recreation, Wild, and Limited Areas, numerous forest camps, trails, and roads. Motels and private resorts are found in strategic parts of the valley. Special events are scheduled to attract the summer tourist and vacationist.

The significance of recreation to the economy may be measured by the material gain accruing to the people of the area. Business establishments such as motels, hotels, resorts, sporting goods stores, restaurants, and agencies serving the needs of motorists profit from the recreation attractions.

The major objectives of this thesis are threefold: (1) to appraise and describe the natural resources favoring recreation, (2) to interpret the present development, and (3) to present the economic relationships.

Figure 1. The orchards of the Rogue River Valley cover much of the valley floor and invade the foothills. Notice the number of rounded hills protruding above the level of the valley floor.

Material was gathered through field work, personal interviews, and library research. Organized field work was conducted during the summer and fall of 1956 and the spring of 1957. Interviews were held with businessmen and officials of city, county, and federal agencies. Numerous publications concerned with recreation were consulted, such as tourist surveys, traffic counts, and game commission reports. Furthermore, background material was developed through seven years residence in the area.

It is the hope of the author that this thesis will contribute to the literature of the Pacific Northwest as well as to supply valid information for (1) people interested in outdoor activities, and (2) businessmen concerned with present and future economic possibilities associated with recreation in the region.

CHAPTER TWO

NATURAL RESOURCES FOR RECREATION

The outdoor recreation possibilities and potentials of an area are closely correlated with the physical elements of nature. Favorable climate, diverse landforms, natural vegetation, wildlife, and water resources are the recreation raw materials. The Upper Rogue River Valley possesses these natural endowments in abundance and variety.

LOCATION, SIZE, AND SHAPE

The Upper Rogue River Valley is located in the south central part of the state of Oregon. This upper drainage basin contains approximately 4700 square miles. Its shape is similar to that of a rectangle--the east-west length is about 88 miles and the north-south width is approximately 54 miles. Crater Lake National Park forms a 14 mile appendage in the northeast corner. (See Figure 2)

ACCESSIBILITY

Accessibility is of prime importance to a recreation region. The location in southern Oregon places the Upper Rogue River Valley between two of the more heavily populated areas west of the Cascade and Sierra Nevada Mountains. To the north is the Willamette Valley, the

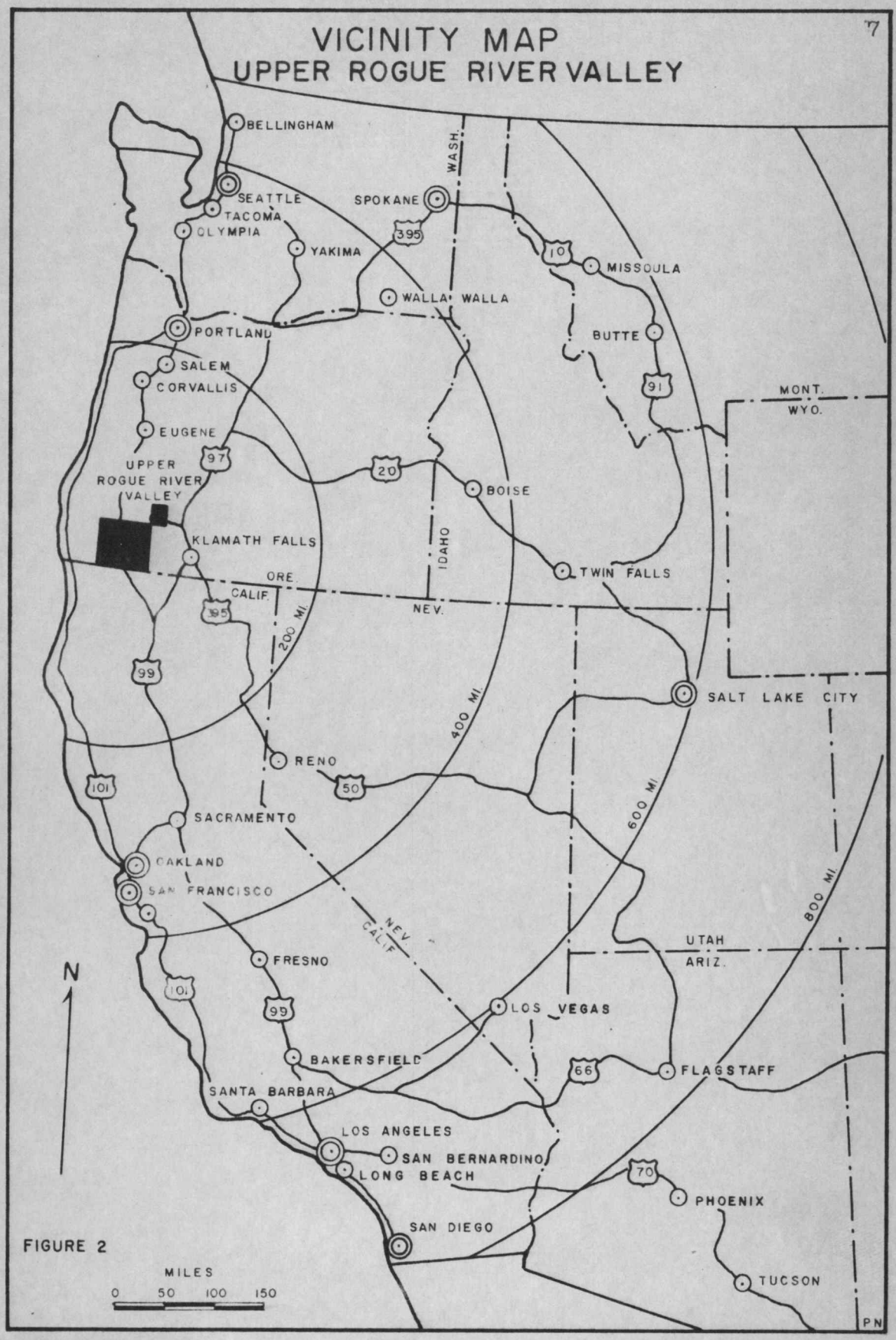
VICINITY MAP
UPPER ROGUE RIVER VALLEY
BELLINGHAM
SEATTLE
TACOMA
OLYMPIA
YAKIMA
SPOKANE
WASH.
395
10
MISSOULA
WALLA WALLA
PORTLAND
BUTTE
SALEM
CORVALLIS
91
MONT.
WYO.
EUGENE
97
UPPER
ROGUE RIVER
VALLEY
20
BOISE
KLAMATH FALLS
IDAHO
TWIN FALLS
ORE.
CALIF.
NEV.
395
200 MI
99
400 MI
SALT LAKE CITY
RENO
50
101
600 MI
SACRAMENTO
OAKLAND
SAN FRANCISCO
NEV
CALIF
800 MI
UTAH
ARIZ.
FRESNO
N
101
99
LOS VEGAS
BAKERSFIELD
66
FLAGSTAFF
SANTA BARBARA
LOS ANGELES
SAN BERNARDINO
LONG BEACH
70
PHOENIX
SAN DIEGO
TUCSON
MILES
0 50 100 150
PN

FIGURE 2

greatest population concentration of Oregon. The Great Valley of California lies to the south. The two major population nodes, the San Francisco Bay area and the Portland metropolitan district, are within a one-day driving range by automobile. (See Figure 2)

The Upper Rogue River Valley is accessible by major western highways. The inland route, U.S. Highway 99, links the valley with the northern and southern population centers. From the north the highway follows the scenic course of the Rogue River between Grants Pass and Medford, continues through Ashland, and ascends the Siskiyou Moutains to the California boundary. U.S. Highway 199 branches from the Pacific Coast Highway (U.S. 101) at Crescent City, California, and enters the area from the southwest. It meets U.S. Highway 99 at Grants Pass. Entrance from the east is via State Highway 66 which junctions with U.S. Highway 99 at Ashland. A network of secondary state and county roads connects most parts of the valley. (See Figure 3)

The highway systems speed traffic and pose few problems for the traveller. Snow and ice are the occasional winter hazards, but these conditions have little bearing on the recreation economy since the accent on tourist travel is during the summer months.

The Southern Pacific Railroad provides freight

POPULATION CENTERS AND MAJOR ROAD SYSTEM OF THE UPPER ROGUE RIVER VALLEY

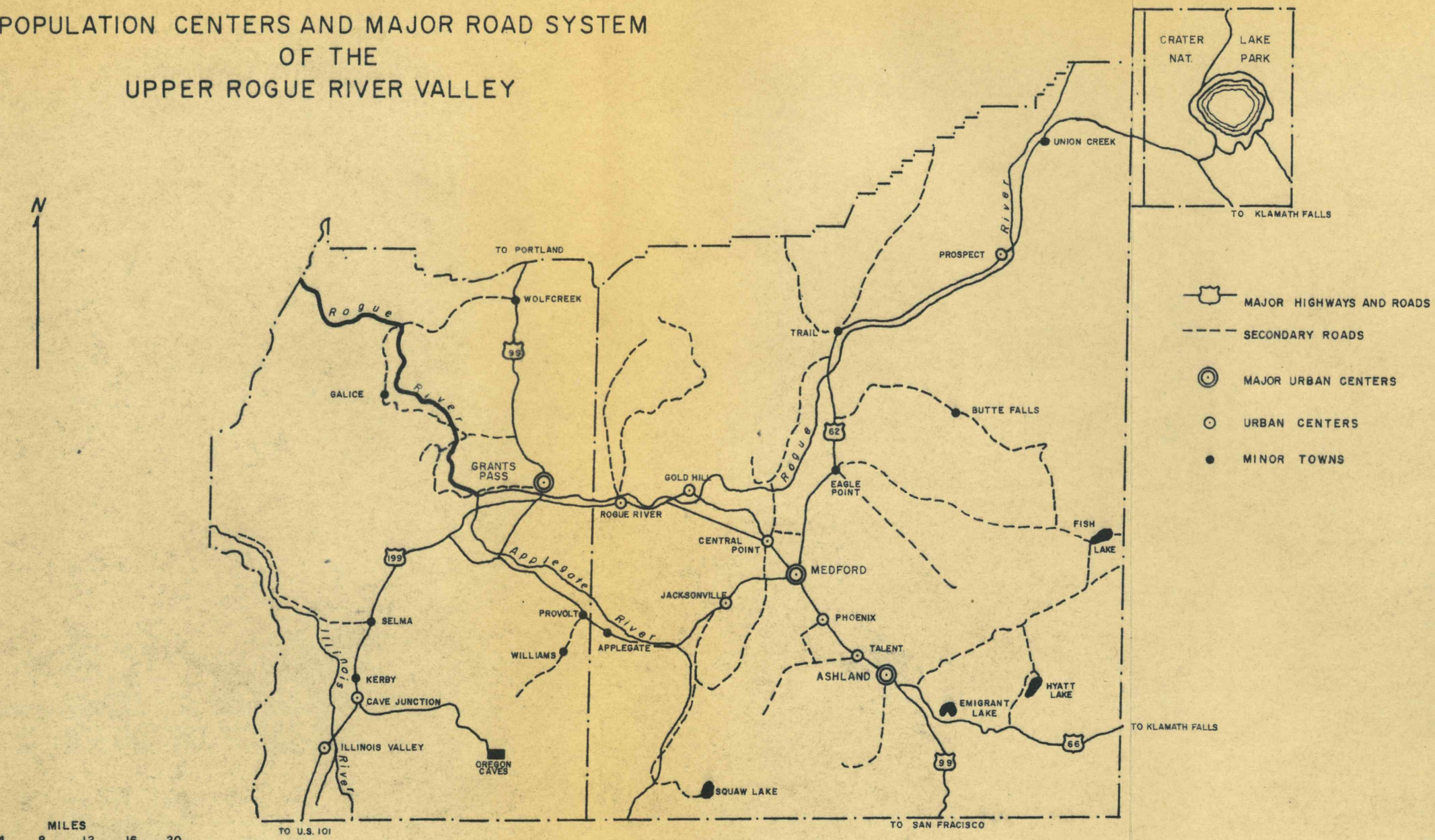

FIGURE 3

BD

traffic but does not cater to passengers. The United Airlines, West Coast Airlines, and Southwest Airlines schedule 18 flights daily. The valley is serviced by the Greyhound and Trailways bus lines.

WEATHER AND CLIMATE.

Weather and climate often become deciding factors in the choice of a vacation spot. Vacationists usually seek an environmental change and in this respect temperatures, humidity, sunshine, and precipitation become major considerations. June through August is the most popular vacation period, influenced in part by tradition and school vacations as well as by the fact that this season is associated with fair weather.

Comfortable sensible temperatures have their appeal especially to people living in a region with high daytime summer heat and humidity and warm, sultry nights. Cool temperatures are also attractive when the local environment in summer has high temperatures with extremely low relative humidity. An analysis of the weather in the Upper Rogue River Valley during the months of June, July and August, the peak tourist season, shows that conditions are favorable for outdoor recreation as well as for comfortable living.

Low temperatures and cloudy weather are beginning to

disappear by the month of May. Clear skies are present at least fifty per cent of the time. Temperatures are warm enough for many outdoor activities; however, mornings are chilly and evenings are still quite cool for camping.

Summer days are warm and dry. Nights are cool and blankets are usually required for comfortable sleeping. Daytime thermometer readings exceeding ninety degrees are not unusual; however, there is an absence of high relative humidity. The small amount of rain received is usually associated with brief thunderstorms.

Fall and winter are the cool, cloudy, wet months. Over 80 per cent of the precipitation, chiefly rain, falls during these seasons. Snow is common in the mountains from November through March. Weather stations located at Medford, Grants Pass, and Crater Lake supply the specific meterological data for the area. (See Figure 4)

Temperatures.

The average annual temperatures vary from a high of 54°F. at Medford to a low of 39.2°F. at Crater Lake. During the months of January, February, and March Medford has an average of 42.4°F. and Grants Pass records an average of 43.1°F. The three months of spring, April, May, and June, have an average of 58.6°F. at Medford and 59.5°F. at Grants Pass. Few places in Oregon have these

CLIMATIC CHARACTERISTICS OF THE UPPER ROGUE RIVER VALLEY

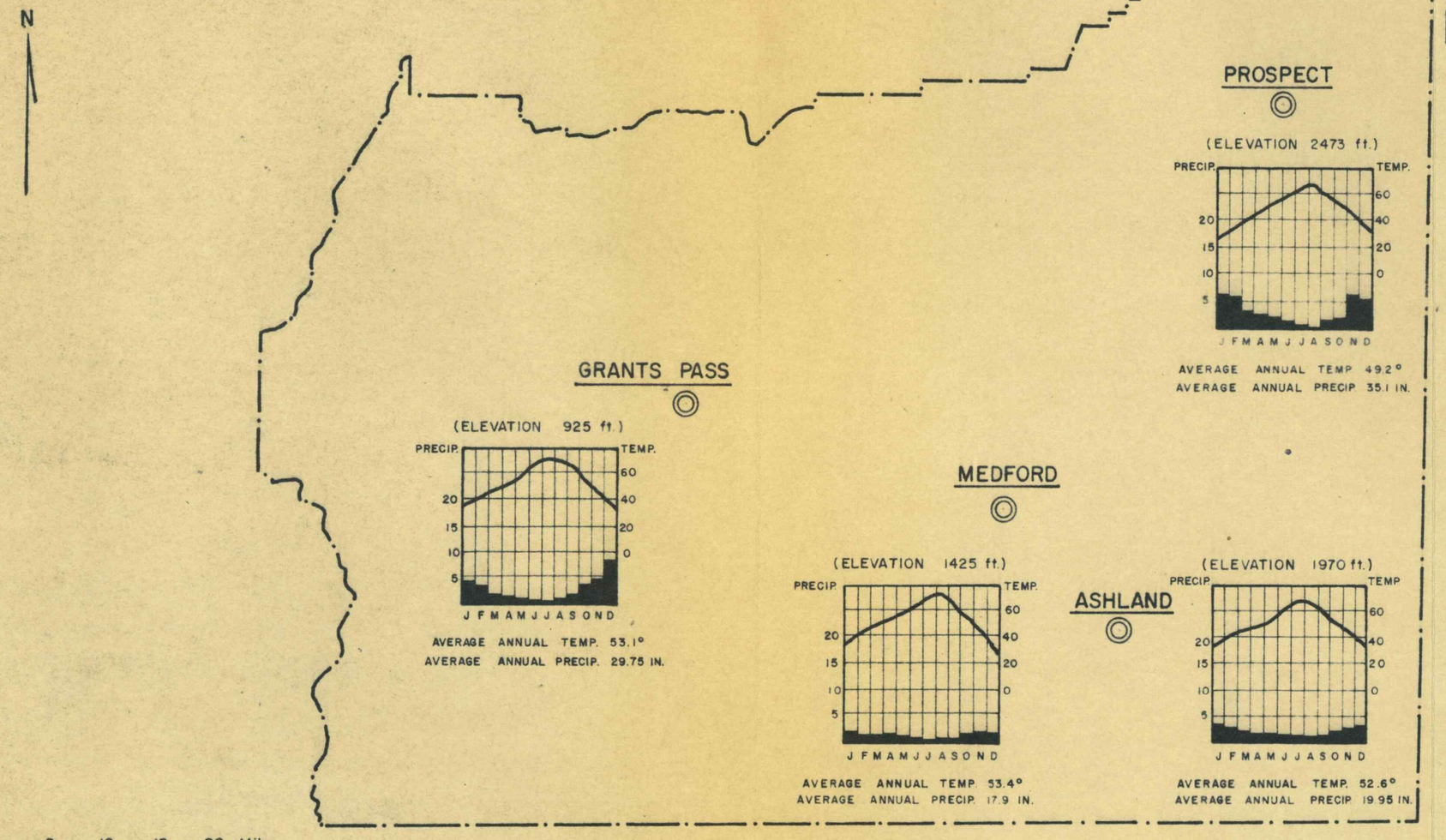

FIGURE 4

CMP

early, warm temperatures.

Summers are warm with average readings for July, August, and September of 69.2°F. at Medford and 67.4°F. at Grants Pass. Temperatures drop rapidly during the evening, resulting in characteristic cool nights. The July diurnal range at Medford averages about 31°F. A short drive to the higher elevations makes it possible to escape any heat extremes. There is a sharp temperature drop in the last three months of the year. Both the Medford and Grants Pass stations show averages approximating 46°F. (10, p.1) (21, p.4).

Precipitation.

The average annual precipitation varies from a high of 59 inches at Crater Lake to a low of 18 inches at Medford. Due to the dry shadow location, the Medford station records one of the lowest annual precipitation figures west of the Cascade Mountains. Precipitation is definitely associated with the cool season and all weather stations record from 75 to 80 per cent of the precipitation between the months of October and April. During June, July, August, and September the region has a climate comparable to the Dry Summer Subtropics of California. Rain is rare and clear skies are typical (10, p.1) (21, p.4).

LANDFORMS.

A variety in elevations like weather and climate is often a determinant in the choice of a vacation spot or recreation area. Persons planning vacations have a tendency to seek a location where altitudes have considerable contrast to their own locale. A change of environment is of great importance as a physical refresher for "monotony is a curse to recreation" (4, p.33). Varieties of scenery are to be found in rugged areas whereas plains offer only minor variations in relief.

Ruggedness is the keynote to topography in the Upper Rogue River Valley. Areas of smooth relief are relatively small. Landforms range from the level flood plains, though gentle slopes of river terraces, steeper slopes of the foothills, to the faulted and eroded mountains that form the high rim of the Rogue River watershed.

The level land of the valley, with few exceptions, is found on the flood plains, terraces, and the occasional alluvial fans. Even in the lowlands numerous rounded hills protrude from one to two hundred feet above the level areas (see Figure 1). Elevations increase rapidly toward the mountains and there is no gradual merging of the foothills with the valley floor. The bordering mountains average approximately 4500 feet. Many peaks have elevations exceeding 5000 feet and several reach 7000

feet. Mt. McLoughlin, the most prominent, has an elevation of 9760 feet. (See Figure 5) A United States Geological Survey report emphasizes the paucity of level land in the area when it states that only 17 per cent of the 2660 square miles of Josephine County is suitable for cultivation (16, p.2250).

The diverse character of the landforms fosters a number of recreation activities and possibilities. The rugged topography provides enjoyment to the visitor who takes pleasure in a passive form of recreation such as observing the scenery. The most active individual has the opportunity to expend energy through hunting, fishing, and mountain climbing. The hiker has many miles of well-maintained forest and mountain trails.

The mountains represent the present and potential winter sport areas. There are three popular ski developments within the region. Crater Lake National Park is open to winter sports and has exceptionally adaptable terrain. Improvements and accommodations are not permitted, however, due to National Park Service restrictions. A small ski slide has been developed at the Union Creek Recreation Area, 57 miles north of Medford on the Rogue River, but it has light use. For the public there are sanitary facilities, a warming house and ski slide. Trail Camp in the Siskiyou Mountains, seven miles south

TOPOGRAPHY — UPPER ROGUE RIVER VALLEY

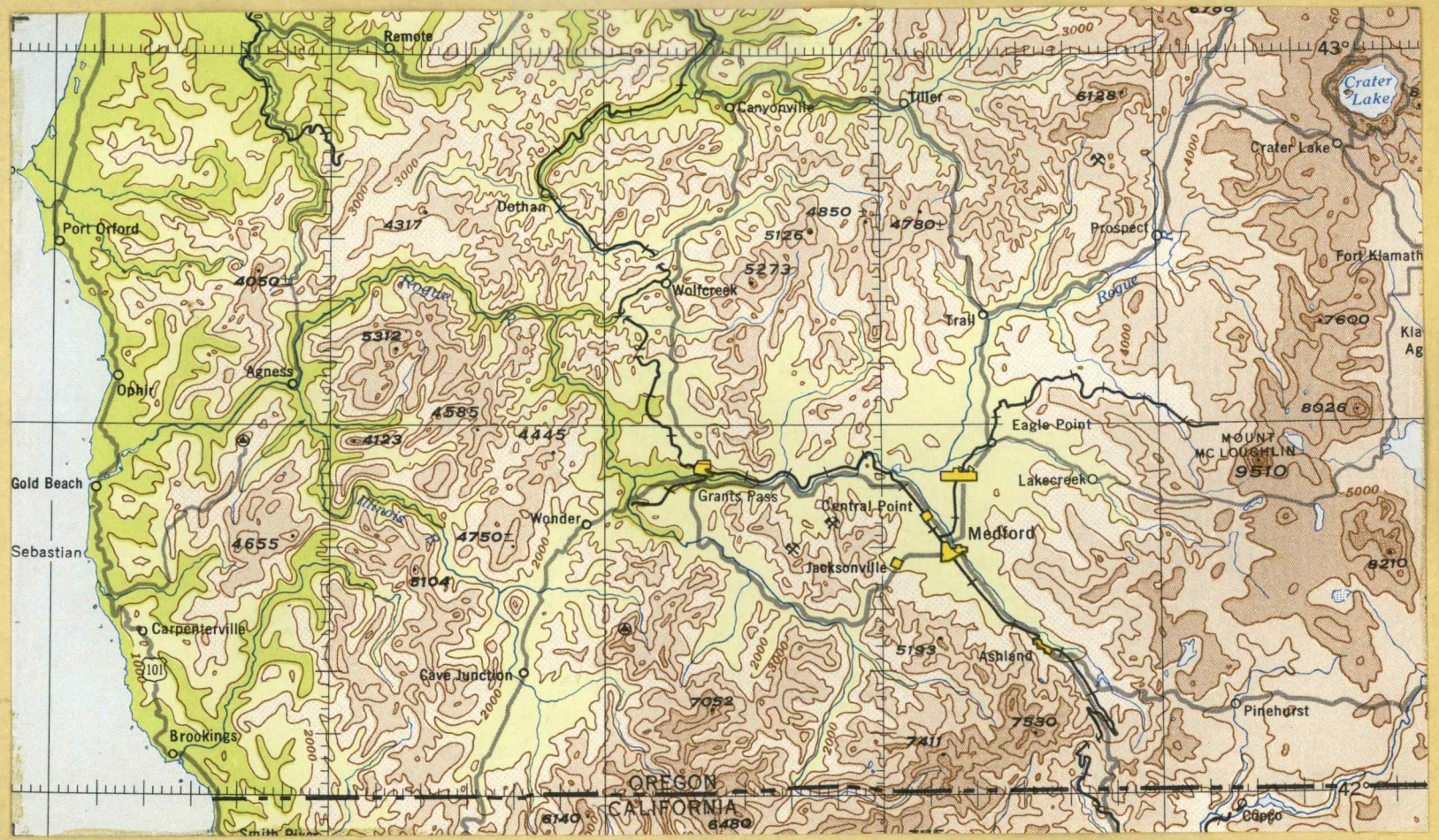

FIGURE 5

0 10 20 30 40 MILES

of Ashland, is becoming increasingly popular. Its advantage lies in its nearness to population centers in the valley. Trail Camp has two toilets, a warming house, cross country run, and ski slide. A Tucker Snow Cat is available to transport skiers from their parked cars to the ski slope.

VEGETATION

The Upper Rogue River Valley contains a great variety of vegetation. Variety is explained in part by the many differences in elevation, since elevation has a direct bearing on temperatures and precipitation. Latitude becomes a factor since the valley basin lies in a transition zone. Botanical species common to California as well as to the Pacific Northwest are found here. Forests are the dominant natural cover and their recreation assets can be measured in a number of terms such as scenery, shade, wildlife habitat, botanical interest, and others. They form a pleasing framework for the mountains, lakes, and streams. (See Figure 6)

The life zone between about 700 and 2500 feet elevation contains grasses, deciduous trees, and shrubs. White and black oak (*Quercus garryana* - *Quercus Kelloggii*), madrone (*Arbutus menziesii*), and Oregon ash (*Fraxinus latifolia*) are native to this section. Manzanita

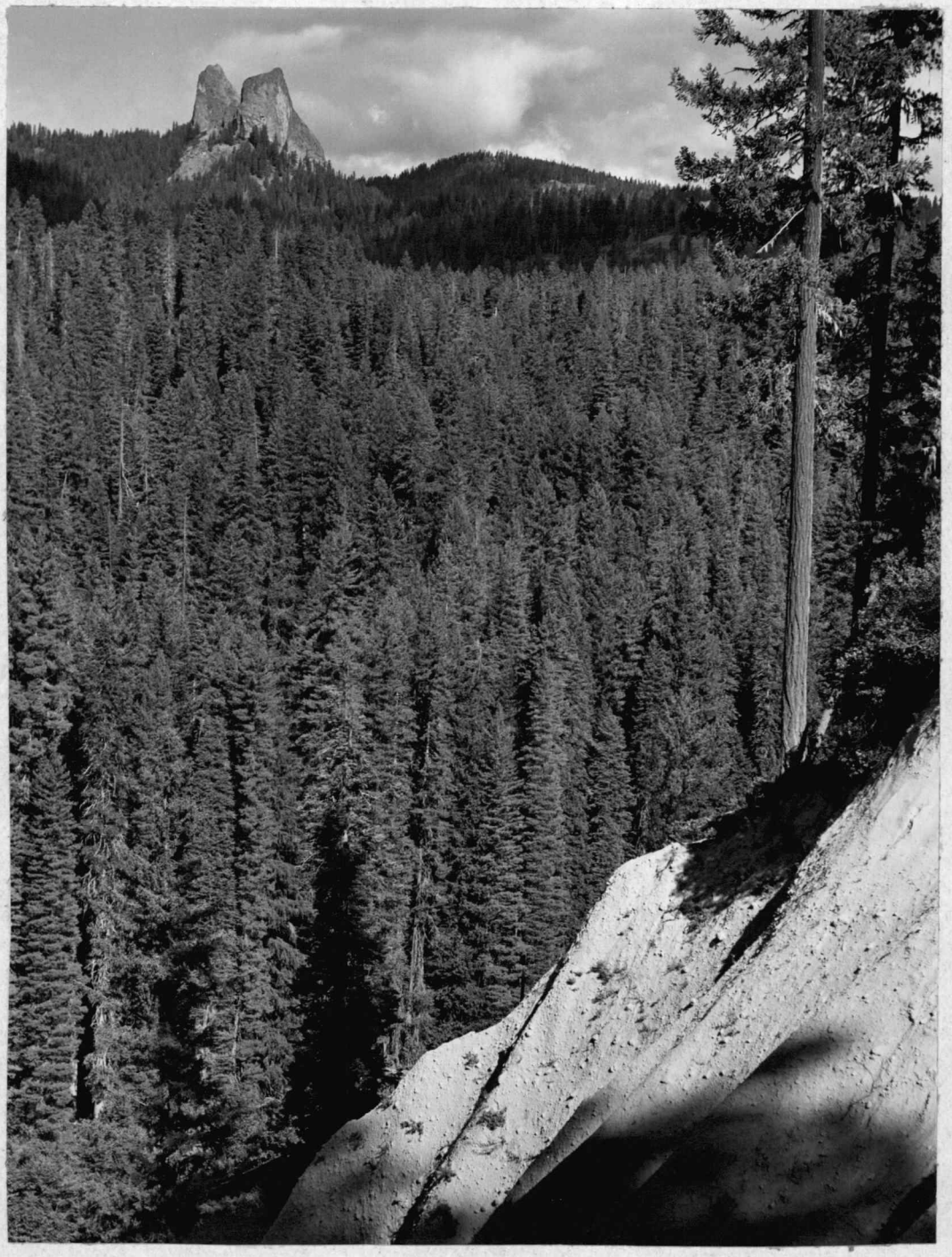

Figure 6. Coniferous forests form a pleasing framework for mountains, lakes, and streams. Rabbit Ears peak is seen in the background.

(Arctostaphylos Patula), poison oak (Rhus diversiloba), and buckbrush (Ceanothus sanguineus) are the common shrub species. California poppy (Eschscholtzia californica) is abundant throughout the lower elevations (5, p.59).

Between about 2500 and 5000 feet elevation is the zone of extensive coniferous forests. The prevalent species are the Douglas fir (Pseudotsuga menziesii), ponderosa pine (Pinus ponderosa), sugar pine (Pinus lambertiana), white fir (Abies concolor), incense-cedar (Libocedrus decurrens), and western red cedar (Thuja plicata) (4, pp.63-64).

Above about 5000 feet elevation the annual temperatures are low, and as a consequence, trees become smaller. Lodgepole pine (Pinus contorta), noble fir (Abies procera), grand fir (Abies grandis), red fir (Abies magnifica), and western white pine (Pinus monticola) are found in this zone (5, pp.65-66). Stunted stands of lodgepole pine are often so dense that they are impassable by foot or horseback.

Above timberline are the perennial herbs, dwarf shrubs, sedges, and grasses. Among the blossoming plants found at the appropriate season are buttercup, phlox, veronica, and others (5, p.67).

LAKES

Enhancing the scenery and adding to the recreation

possibilities are a number of mountain lakes. Two separate lake districts, the Mountain Lakes and the Sky Lakes, may be recognized. Both lake districts lie along the Cascade summit and consist of a number of snow-fed water-bodies ranging in size from small ponds to lakes covering over 100 acres. These groups of lakes are becoming increasingly popular for fishing and also form the terminus for enjoyable hiking trips.

The largest lake in the Upper Rogue River Valley is Lake of the Woods. (See Figure 7) It is located a few miles south of the Sky Lake district and has been favored by fishermen and campers for over thirty years. The United States Forest Service, recognizing its scenic qualities and recreation values, established a 36 square mile Lake of the Woods Recreation Area.

RIVER AND STREAMS.

The Rogue and its tributaries are the dominant water resources of the valley. (See Figure 8) Rivers are the major recreation attractions of the region; their fame as fishing streams is wide spread.

The Rogue River, approximately 210 miles in length, rises at Boundary Springs in the northwest corner of Crater Lake National Park. (See Figure 9) From its source the river flows southward through deep, steep-sided canyons until it reaches a point in the vicinity

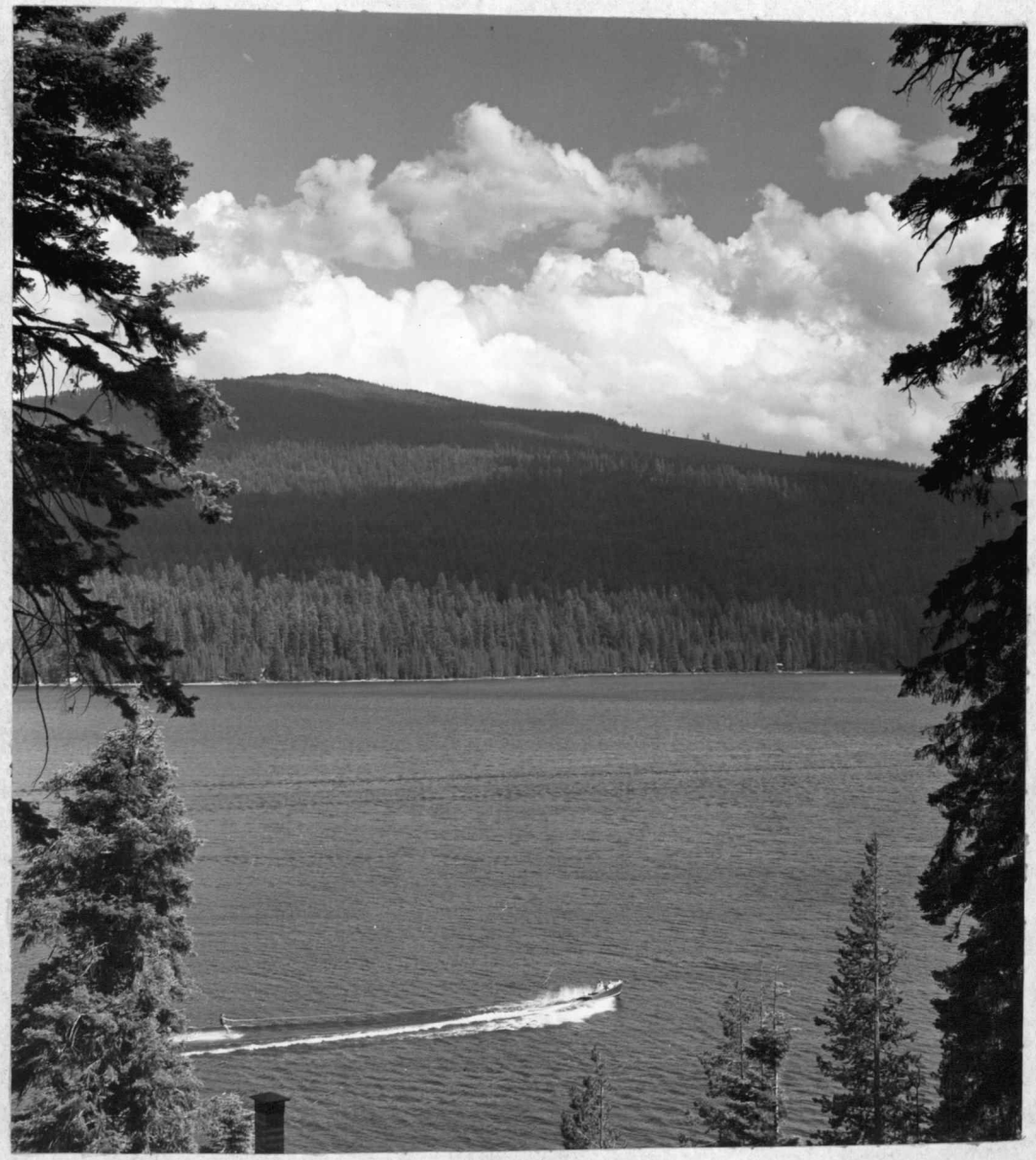

Figure 7. Water skiing is a popular sport at Lake of the Woods.

THE WATER RESOURCES OF THE UPPER ROGUE RIVER VALLEY

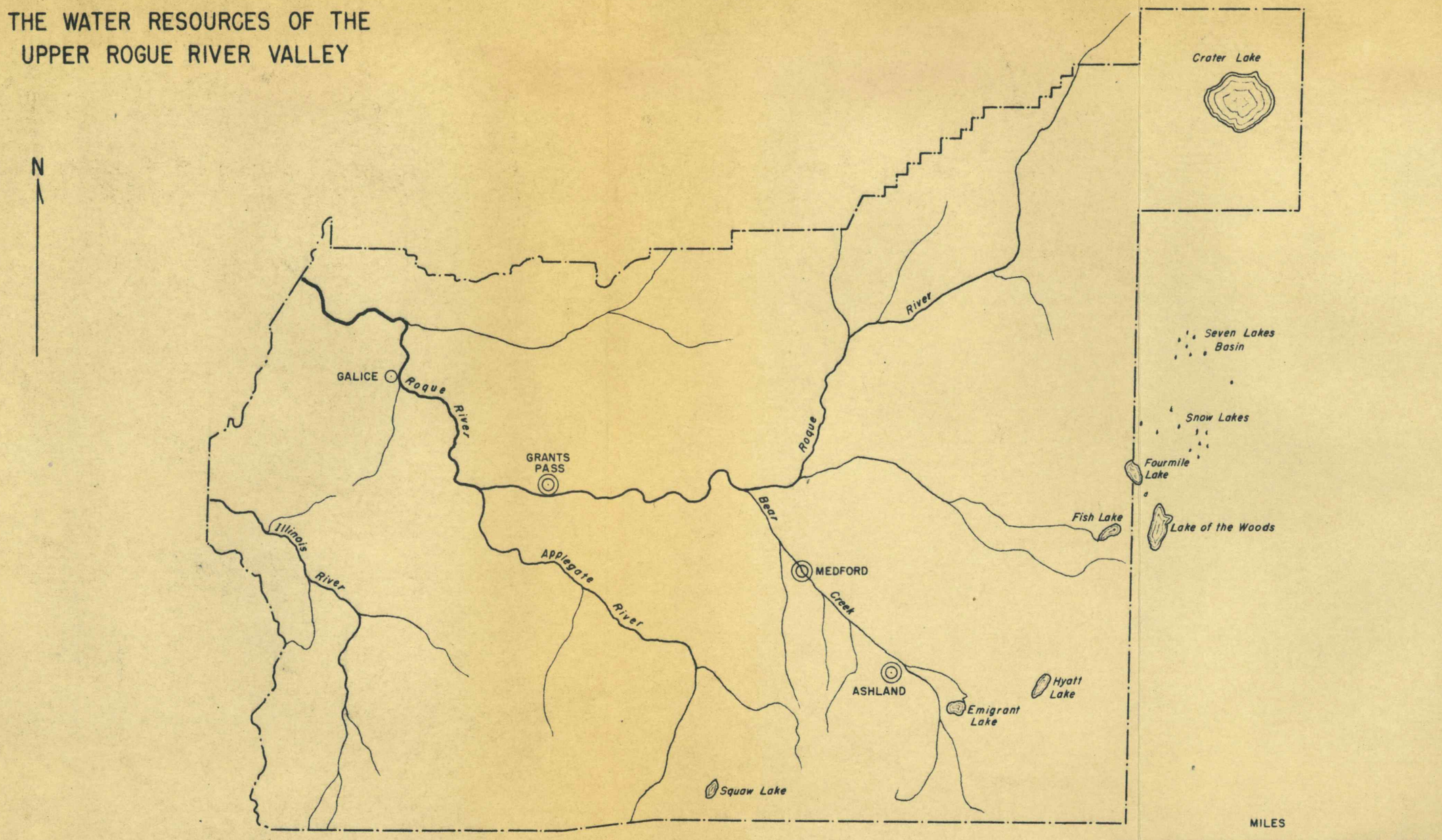

FIGURE 8

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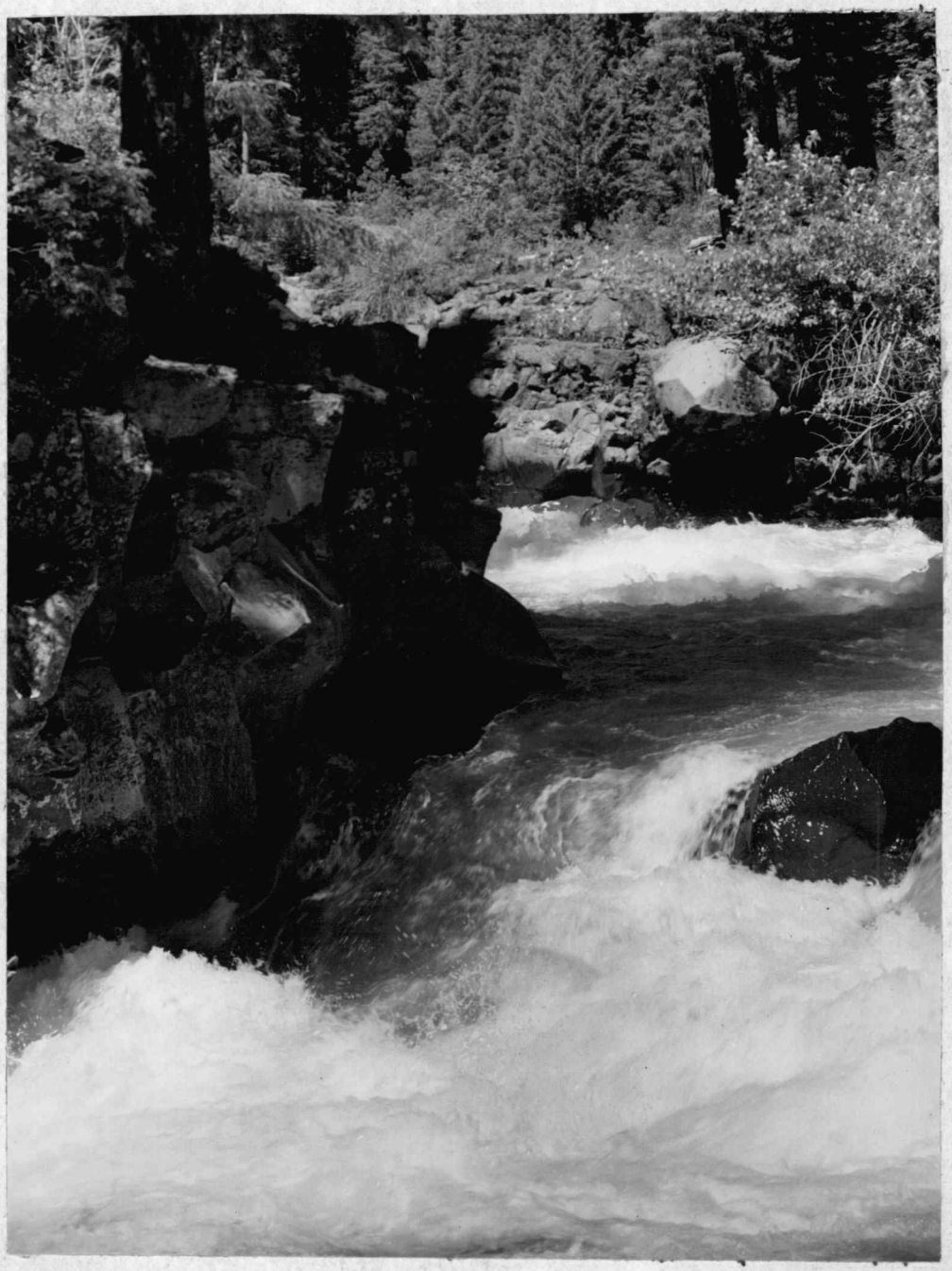

Figure 9. The Rogue River is a turbulent stream in its upper course.

of its confluence with Butte Creek. Here its valley begins to widen. Below Butte Creek the river is deflected westward by a spur of the Cascade Mountains. In making its way around this barrier it becomes confined in another canyon. The river leaves this canyon near Trail and resumes its southerly course as it flows through a rapidly-widening valley. Farther down it makes a sharp turn to the west and continues in this general direction until it escapes from the upper valley through a gorge cut in the Coast Range Mountains. (See Figure 10) Some of the spectacular features of this white water river are the Rogue River Gorge, Ramie Falls, Hardy Riffle, and Mill Creek Falls. (See Figure 11)

The Illinois and Applegate Rivers are the two largest tributaries of the Rogue River. Both streams have their headwaters in the Siskiyou Mountains and flow in a general northwest direction before merging with the parent stream. The Illinois and Applegate Rivers are both fast-flowing streams, possessing numerous rapids and considerable white water.

The majority of the remaining tributaries are small, fluctuating streams due to the extremely dry summers. Many of these smaller tributaries have local sport fishing importance, but for the most part have limited use because of isolation and low water.

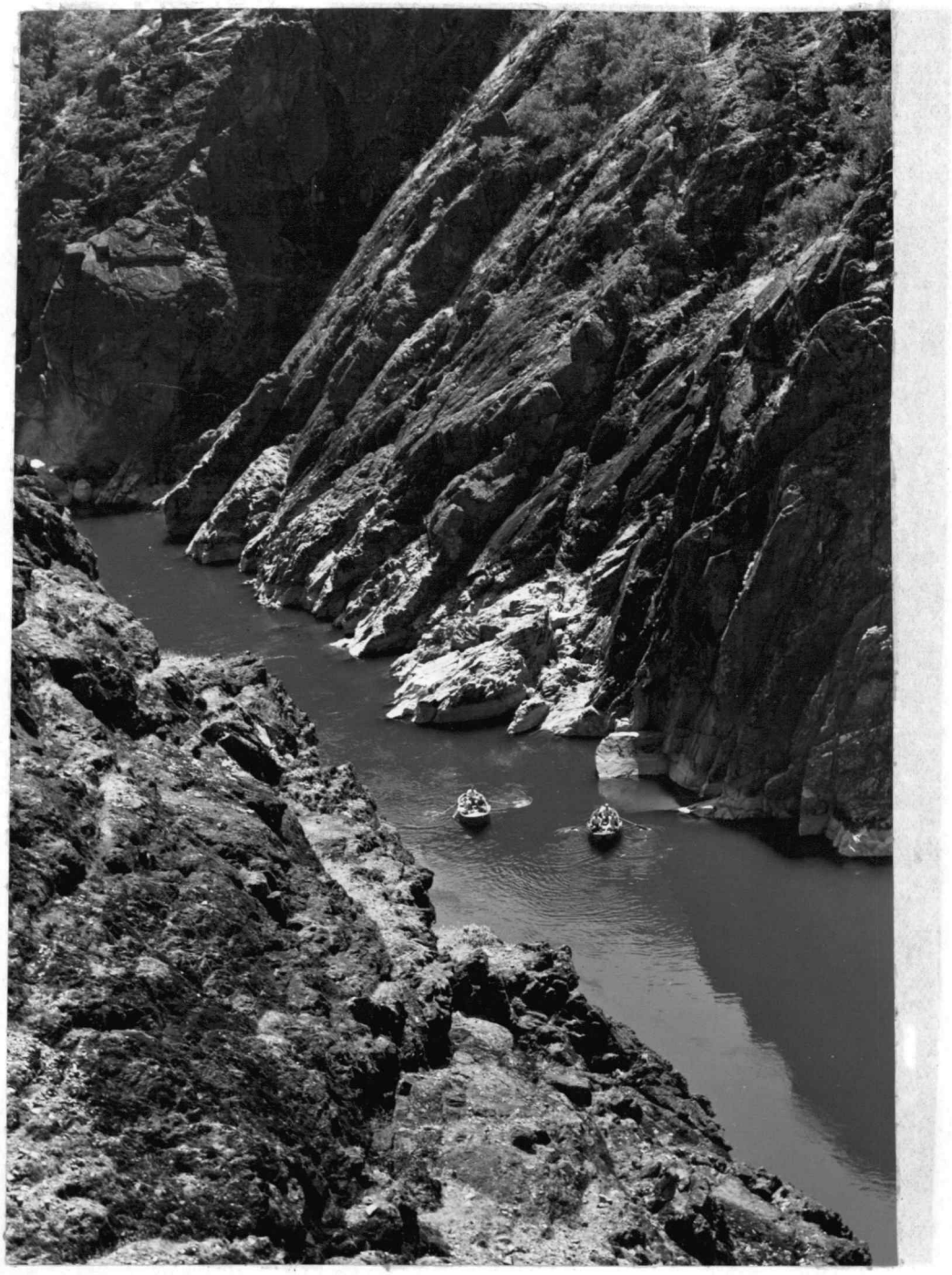

Figure 10. Hellgate canyon. The Rogue River has cut deep canyon through the Coast Range Mountains.

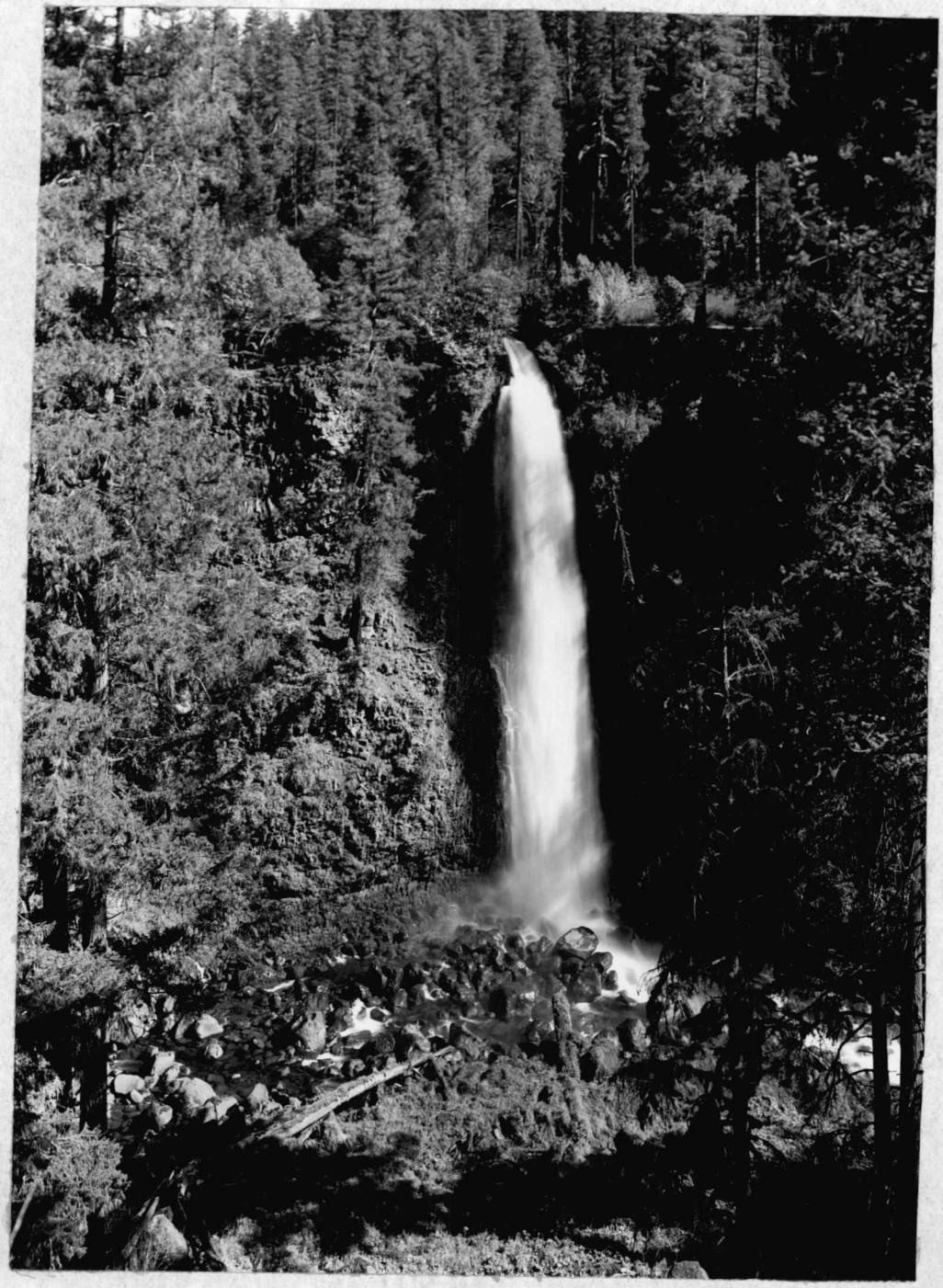

Figure 11. One of the spectacular sights on the Upper Rogue River is Mill Creek Falls.

Boating is a sport limited to the Rogue River as the other streams are either too wild in winter or too shallow in summer. Boating and water-skiing have become popular in the lower portions of the Rogue River in the vicinity of Grants Pass. Guided trips are available at Grants Pass for fishermen or people seeking thrills of shooting the rapids of the lower Rogue River. (See Figure 12) Custom-made, shallow-draft boats under control of experienced guides tour the river between Grants Pass and Gold Beach on the Pacific Coast. The trip takes five days and provides many thrills and excellent fishing for hundreds of sportsmen each year.

Swimming is normally confined to the lower parts of the watercourses, as the headwaters are extremely cold. No particular place is outstanding for swimming, but favorite local swimming holes are found throughout the lower valley.

Picnicking is developed to its greatest extent along the rivers. Most of the picnic grounds and parks are adjacent to the main highways.

FISH AND FISHING.

Fishing is one of the exceptional recreation activities of the entire region. All areas have a fishing stream within a short driving distance. The Rogue River and its tributaries are noted as the most important

Figure 12. Shooting the rapids on the Rogue River.

fishing streams for salmon and steelhead in the state of Oregon, if not of the entire Pacific Coast (7, p.2). The United States Fish and Wildlife Service estimates that each year several hundred thousand angler-hours of effort are spent in fishing for salmon, steelhead, and several species of trout (22, p.9). The most heavily-fished section of the river is between Grants Pass and Union Creek where, in most places, the river is within easy access of the highway. (See Figure 3)

Fish of the Rogue River System can be divided into two groups: resident and anadromous. Chinook and silver salmon (Oncorhynchus tshawytscha - Oncorhynchus kisutch), steelhead and cutthroat trout (Salmo gairdneri - Salmo clarki) are the anadromous species.

The native fish include rainbow and cutthroat trout (Salmo gairdneri - Salmo clarki), suckers (Catostomidae), and some fresh-water sculpins (Cottidae). In addition, eastern brook (Salvelinus fontinalis) and brown trout (Salmo trutta) have been introduced to the headwaters.

Chinook salmon begin ascending the Rogue River in early March or April and continue until November. The spring-run fish move upstream and lie in deep pools until spawning season in the fall.

Silver salmon enter the mouth of the river in September and migrate up the Rogue, Applegate, and Illinois

rivers to spawn in December and January.

Steelhead trout start their run in April and May and are in the headwaters of the tributaries to spawn from January through April. Winter-run fish enter the mouth of the river from October to February and spawn in all accessible waters of the drainage basin.

The significance of sport fishing in the area is verified by a recent Oregon State Game Commission and United States Fish and Wildlife Service Survey. Creel studies showed that sports fishermen took an estimated 575,000 pounds of salmon and steelhead plus an additional 12,000 pounds of resident game fish in one year (7, p.2).

WILDLIFE AND HUNTING

Wildlife is a major asset to any area having outdoor recreation. The sight of an animal along a highway or trail is often the highlight of a vacation trip. The large acreages of forests, mountain land, and water bodies in the region provide excellent natural habitats for a variety of wildlife.

The black-tail deer (Odocoileus hemionus columbianus) is the most popular of the big game species. Mule-deer (Odocoileus hemionus) from eastern Oregon occasionally make their way over the Cascade crest. Black bear (Ursus americanus), mountain lion (Felis concolor), and bob cat (Lynx rufus) are found in the isolated mountainous

areas. Sometimes Roosevelt elk (Cervus canadensis roosevelti) are seen near the headwaters of the Rogue River.

In the lowlands, ring-necked pheasants (Phasianus colchicus) and valley quail (Lopnortyx californica) are the most abundant upland game birds. Other birds include morning doves (Zenaidura macroura marginella), mountain quail (Oreortyx picta picta), and ruffed grouse (Bonasa umbellus sabini). A few gray squirrels (Sciurus griseus) and brush rabbits (Sylvilagus bachmani) are found in the valleys, and beaver (Castor canadensis), mink (Mustela vison), raccon (Procyon lotor), and muskrat (Ondatra zibethica) make their homes along the watercourses. Skunks (Mephitis mephitis) and weasels (Mustela) are farmstead inhabitants.

Mallards (Anas platyrhynchos platyrhynchos), wood-ducks (Aix sponsa), pintail (Anas acuta tzitzihoa), and a few Canada geese (Branta leucopareia) nest in the valley and rest here during migration.

Fishing overshadows the sporting activities to the extent that hunting has never received much publicity despite the fact that game is reasonably plentiful. One factor in particular that favors fishing over hunting is the considerable difference in the length of the season. The hunting season lasts approximately one month while some

type of fishing is possible all through the year.

Hunters have fair success but the kill does not compare with the game bags made in other parts of the state. In 1956, 8078 hunters harvested 2894 deer in Jackson and Josephine counties (9, pp.44-45).

CHAPTER THREE

PUBLIC RECREATION DEVELOPMENTS

Natural resources for recreation have limited value without development. Roads, trails, parks, picnic areas, and other facilities are necessary to make outdoor activities possible in some cases and more enjoyable in others. The task of developing an area the size of the Upper Rogue River Valley is too great to be accomplished solely at the local level. Federal, state, and county agencies as well as private enterprise have made many contributions to help meet the recreation needs. (See Figure 13)

NATIONAL PARKS AND MONUMENTS

The Upper Rogue River Valley has two of the noteworthy federal recreation developments of the Pacific Northwest--Crater Lake National Park and Oregon Caves National Monument. These attractions have a significant influence upon the recreation industry of the region. In 1956 they attracted over 400,000 visitors (14, p.2).

Crater Lake National Park

Crater Lake is located in the northeast section of the region, 81 miles from Medford and 62 miles from Klamath Falls. (See Figure 14) Established as a national

EXISTING PARKS AND CAMPGROUNDS OF THE UPPER ROGUE RIVER VALLEY

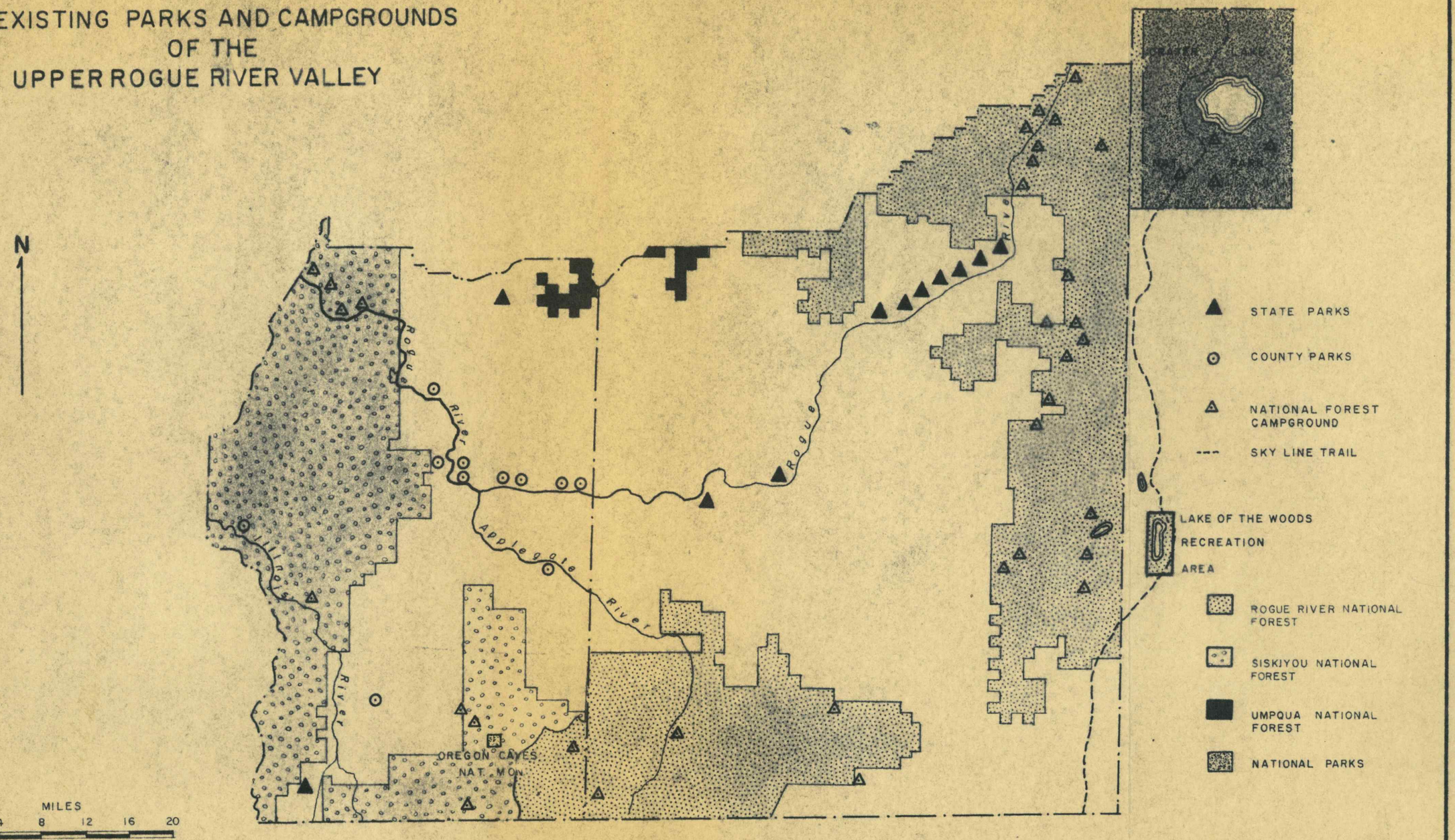

FIGURE 13

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CRATER LAKE NATIONAL PARK

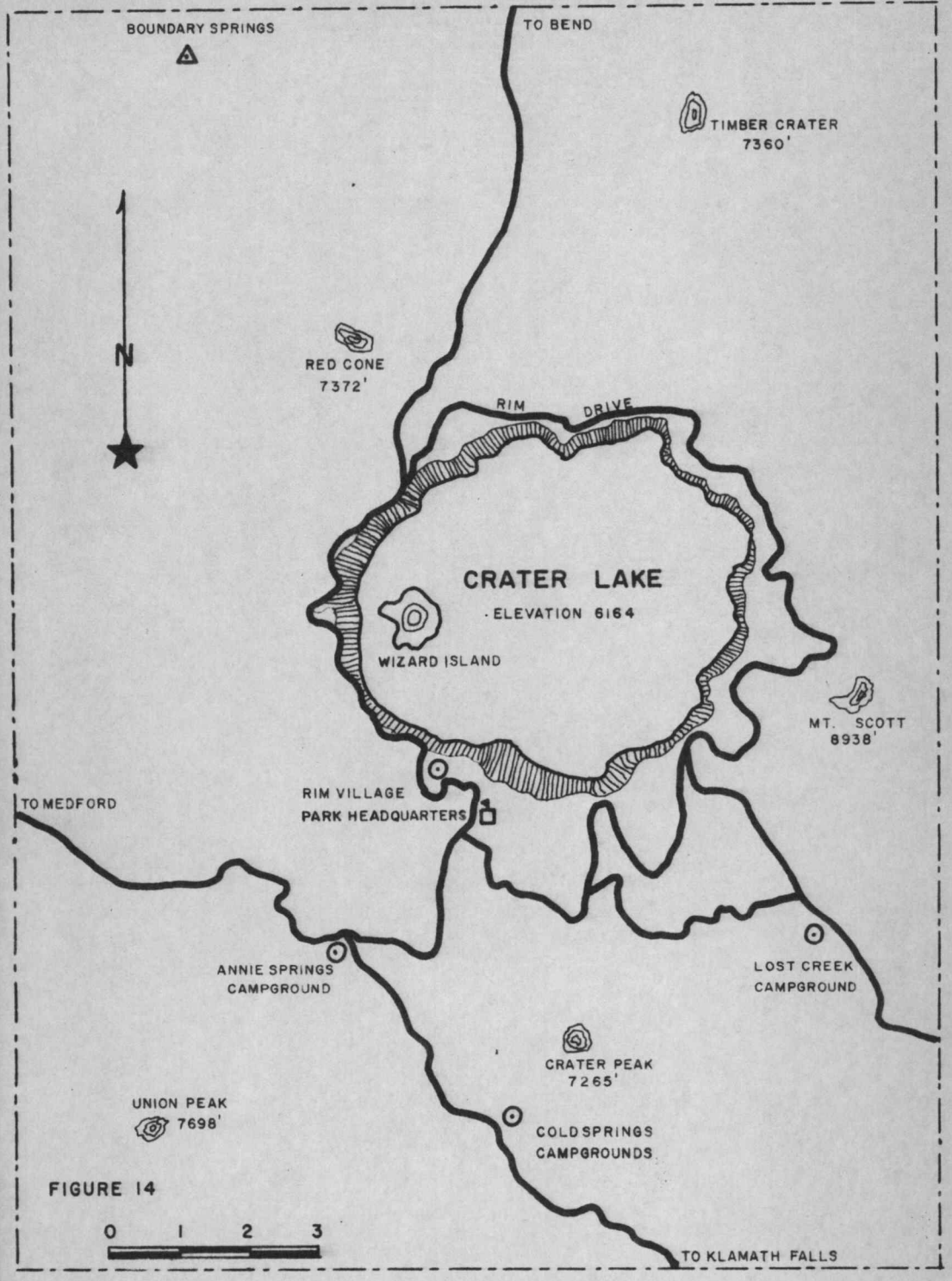

FIGURE 14

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park in 1902, it is world famous for its scenery and geologic history. A difference of opinion exists as to the origin of Crater Lake, but most geologists have concurred with the theory that the basin occupied by the caldera resulted from the collapse of the volcanic cone of Mt. Mazama. An accumulation of rain and snow water then filled the crater to form Crater Lake. (See Figure 15)

The park is primarily a summer-use area; however, some of the park roads are open year around, allowing portions to be used for winter sports.

Rim Village overlooking Crater Lake is 7,100 feet above sea level and 950 feet above the lake. The village consists of a lodge, sleeping cabins, cafeteria, picnic area, information building, community house, and a museum containing exhibits relating to the natural history of the area. The lake is accessible by trail from the village.

There are four public campgrounds within the park. The Rim Campground, located in Rim Village, has fireplaces, tables, running water, toilets, hot and cold showers, and laundry trays. Naturalists conduct evening campfire programs in the community house. Three other campgrounds are located along the entrance roads. (See Figure 14) Camping is limited to 30 days.

Figure 15. Crater Lake, Oregon's only National Park. Mt. Scott is seen in the background.

Crater Lake Lodge, operated by the park concessioner, has 76 rooms, with and without baths, and a dining room. Twenty-one cabins provide supplementary accommodations.

Other services of the park include guide service on trails, boat trips, and daily informal talks at the lodge and museum. Private boats are not permitted on the lake, but rowboats may be rented for fishing or access to Wizard Island.

Oregon Caves National Monument

The Oregon Caves National Monument is located in the south-central part of the region. A 20 mile secondary road which branches from U.S. Highway 199 at Cave Junction, 30 miles from Grants Pass, leads to the monument. The 480 acre monument was established in 1909 to preserve this unusual cave formation of the Pacific Northwest. The principal feature of the monument is the series of limestone caverns formed by rainwater seeping into cracks and dissolving some of the limestone. Within the caves there are stalactites, stalagmites, pillars, and waterfalls. (See Figure 16)

The Oregon Caves Chateau, which has 31 rooms, a dining room, and coffee shop, provides accommodations for visitors. There are seven adjacent cabins for rent. The chateau and cabins are only open during the summer season--June 15 to September 15. There are picnic areas

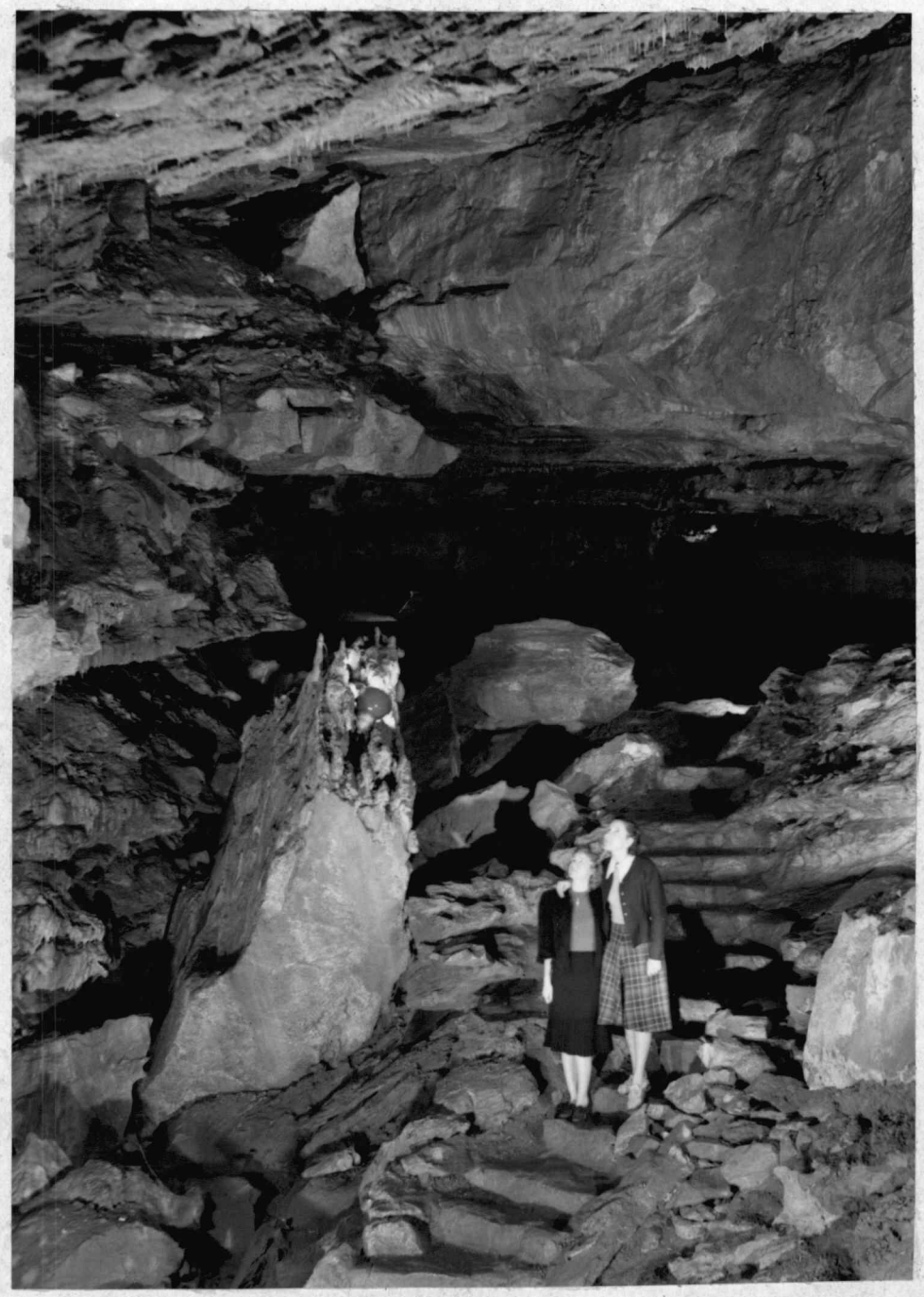

Figure 16. The Ghost Chamber of Oregon Caves National Monument.

but no campgrounds. Guide service for trips through the caves is provided throughout the year. Naturalist programs are conducted during the summer.

NATIONAL FORESTS

A fortunate circumstance for recreation in the Upper Rogue River Valley is the presence of large acreages of national forest land. Sections of three national forests, the Rogue River, Siskiyou, and Umpqua surround the valley. (See Figure 13)

There are two divisions of the Rogue River National Forest. The larger section is in the northern part of the valley--the other is in the Siskiyou Mountains.

Recreation is one of the facets of the multiple-use policy of the National Forest Service. Developments for public use consist of 44 campgrounds, each with tables, fireplaces, water supplies and toilets. Several private resorts, on a lease basis, are located in the forest, including those at Union Creek, Fish Lake, and Lake of the Woods.

Union Creek has a lodge, cabins, restaurant, store, and service station. Fish Lake facilities include cabins, boat rentals, and a grocery store. A number of private summer homes have been built in the forest by individuals who lease small plots of land from the Forest Service.

In 1946 the Abbott Natural Area was established to protect 2660 acres of virgin sugar pine. It is accessible only by trail and at present has little recreation use.

The Oregon Sky Line Trail follows the crest of the Cascade Mountains in the Rogue River National Forest. The most popular section of the trail for hikers is the part between Lake of the Woods and the Sky Lakes area.

A summary of the recreation activities in the Rogue River National Forest for 1956 is as follows (12, p.3):

Number of improved camps.....	44
Number of commercial resorts and concessions	6
Number of summer homes.....	340
Estimated number of fishermen 1955.....	71,700
Estimated number of hunters 1955.....	9,000
Estimated number of Recreationists by classes:	
Forest campgrounds and picnic areas...	67,000
Others not using camping or picnic facilities.....	19,000
Resort visitors.....	45,000
Tourists traveling through forests....	188,000

Siskiyou National Forest is located in the western section of the region. The total area of this forest is 1,079,502 acres, of which a large portion lies within the study area.

Recreation development in the Siskiyou National Forest consists of 11 improved campgrounds and a number of small unimproved campsites. The Grayback Forest Camp, located near Oregon Caves, is the most popular and has the best facilities. Several resorts have been constructed along the Rogue River on leased land. Private

summer homes have been built on the banks of the Rogue and in the forest. To protect and preserve natural beauty of the forest waterfront, roadside and trailside zones have been established. (See Figure 17)

Development in the Siskiyou National Forest lags far behind that of the Rogue River National Forest. A number of reasons account for this lag in development, including the ruggedness of the area which makes road construction difficult and costly, there are few water resources, and it is not accessible.

A summary of the recreation activities in the Siskiyou National Forest in 1956 are as follows (13, pp. 2-3):

Number of improved camps.....	11
Number of commercial resorts and concessions.....	5
Number of organization tracts.....	1
Estimated number of fishermen 1955.....	5,525
Estimated number of hunters 1955.....	2,300
Estimated number of recreationists by classes:	
Forest camps and picnic areas.....	19,850
Not using camps or picnic areas.....	10,375
Tourists traveling through forests.....	48,000

The small area of the Umpqua National Forest in the northern part of the region at present has no recreation developments.

STATE PARKS

There are 11 state parks located in the Upper Rogue

Figure 17. Scenic forest zones parallel Oregon's Highway 62.

River Valley. Nine are found along the Rogue River, one in the vicinity of the Illinois River, and one at Graves Creek, about 16 miles north of Grants Pass on U.S. Highway 99. (See Figure 13)

Due to location and accessibility, the more important state parks are Casey, Tou Velle, Ben Hur Lampman, Rough and Ready, McLeod, and Laurelhurst.

Casey State Park contains about 80 wooded acres and is located approximately 30 miles north of Medford. It lies between Oregon Highway 62 and the Rogue River. There is a parking area, toilets, fireplaces, electric stove, piped water, picnic tables, and a shelter. (See Figures 18 and 19)

Tou Velle Park is just north of Medford on the banks of the Rogue River. Although it lacks outstanding scenic values, it receives heavy use due to its proximity to populated areas. There are electric stoves, toilets, fireplaces, shelters, and running water.

Ben Hur Lampman State Park lies between U.S. Highway 99 and the Rogue River in the vicinity of Gold Hill. This is a new development with few public facilities.

Rough and Ready State Park is located on U.S. Highway 199. It has been kept in its original state and lacks development. As a result of little shade and no water, it receives little use.

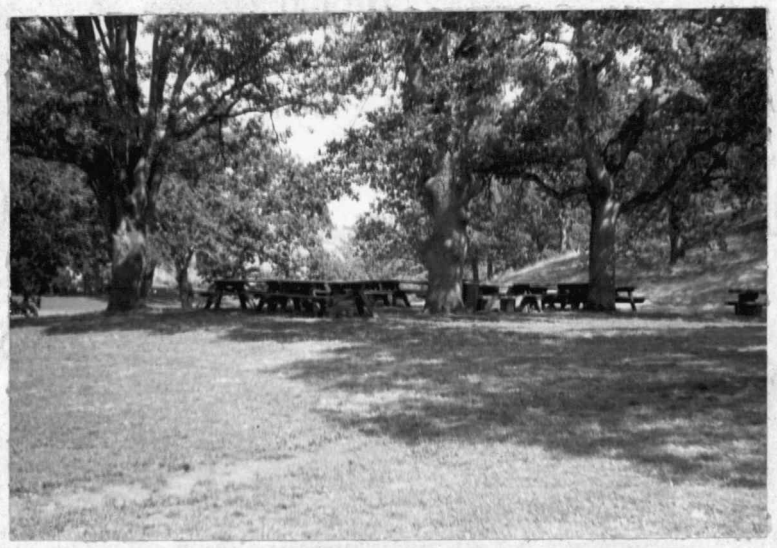

Figure 18. Picnic tables at Tou Velle State Park.

Figure 19. Typical State Park shelter, Tou Velle State Park.

About 32 miles north of Medford, on Oregon State Highway 62, lies McLeod State Park. This park is a semi-open area on the banks of the Rogue River.

Laurelhurst State Park is located about 7 miles northeast of McLeod, on the Crater Lake highway.

In addition to state parks the Oregon State Highway Department maintains wayside rest and picnic areas along the principal highways. These have parking and picnic facilities.

COUNTY PARKS

Josephine County has a park system consisting of 11 areas totaling about 180 acres. (See Figure 13) They vary from less than one acre to 60 acres. Most of these are distributed along the Rogue River, with two on the Illinois River and one on the Applegate River. Some have toilets and picnic tables constructed by local people interested in promoting recreation in the area. At present the county has contributed very little to the development of these parks for recreational purposes (22, p.121).

Although Jackson County does not have a county park system it has many excellent sites suitable for this purpose. (See Figure 20)

ACCOMMODATIONS AND FACILITIES AT EXISTING RECREATION AREAS

Name of Area	Accommodations							Activities											
	Lodges	Cabins	Public Camps	Group Camps	Cottage Sites	Restaurants	No. of Camp & Picnic Areas	Picnicking	Public Camping	Group Camping	Swimming	Boating	Fishing	Hunting	Hiking	Riding	Winter Sports	Nature Study	History
National Parks & Monuments																			
Crater Lake National Park	X	X	X			X	4	X	X			X	X		X		X	X	
Oregon Caves National Mon.	X	X				X	1	X										X	
National Forests																			
Rogue River	X	X	X	X	X	X	30	X	X	X	X	X	X	X	X	X	X	X	
Siskiyou	X		X	X	X	X	50	X	X	X	X	X	X	X	X	X		X	
State Parks																			
Ben Hur							1	X					X						
Casey							1	X					X						
Evergreen Ranch																			
Laurelhurst													X						
Mackin Gulch																			
McLeod							1	X					X						
Prospect																			
Rogue River Forest Wayside																			
Rogue River Overview																			
Rough & Ready Creek																			
Tou Velle							2	X			X	X	X						
State Historic Site																			
Oregon Historical Society																			
Beekman Bank																			X
State Game Refuges																			
Oregon Caves																		X	
Prospect																		X	
State Fish Hatchery																			
Butte Falls																		X	
County Parks																			
Chinook								X			X	X	X						
Climate								X					X						
Matson								X					X						
Schroeder								X					X						
Tussing								X					X						
Upper Ferry								X					X						
Unnamed - 5								X											
County Historic Site																			
Jacksonville Museum																			X
Municipal Parks (Non-Urban)																			
Prescott Memorial						1		X											

FIGURE 20

RESERVOIRS

There are five reservoirs located in the national forests of the Upper Rogue River Valley that have recreation value. These are Fish Lake, Four Mile Lake, Squaw Lake, Hyatt Prairie, and Willow Creek. (See Figure 8)

Fish Lake Reservoir is located about 50 miles east of Medford and 45 miles northwest of Klamath Falls. The lake is accessible from Medford and Ashland by a graveled road maintained by both Jackson County and the Forest Service. The reservoir, when full, is about one mile long and one half mile wide.

This reservoir has an attractive setting in a stand of mixed pine and fir, but its scenic value and general recreation qualities are impaired by snags in the flowage area and dead timber exposed on the mud flats when the water is drawn down. (See Figure 21) Fishing and hunting are the principal attractions. The Oregon State Game Commission has poisoned the lake to remove trash fish and restocked it with rainbow trout. (See Figure 22)

Developments consist of campgrounds, picnic areas, a small store, and boat rentals. Summer home sites are available on lease from the Forest Service.

Hyatt Prairie Reservoir is located about 20 miles east of Ashland on Oregon State Highway 66. When full,

Figure 21. Snags mar the beauty of Fish Lake Reservoir.

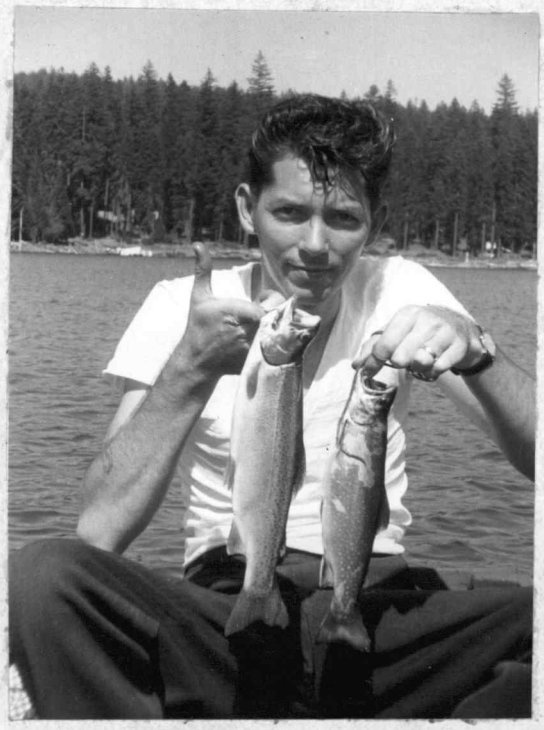

Figure 22. A trout caught by the author in Fish Lake Reservoir.

the reservoir is about 2.5 miles long and 3/4 mile wide. During the irrigation season waters are diverted to Emigrant Reservoir, then to farm lands in the vicinity of Ashland. The recreation qualities of this reservoir are handicapped by exposed mud flats when the water is low. Fishing is the main attraction, with warm water species (bass and crappie) the dominant types.

Four Mile Reservoir is located about 7 miles northeast of Fish Lake. It is accessible by the same roads that lead to Lake of the Woods. The recreation-use period of this reservoir is short (June thru September) due to its high elevation. Fishing for rainbow and eastern brook trout attract many anglers each season. There is no development by the Forest Service but fishermen and hunters have made several primitive camp sites. A Forest Service concession provides a few rental boats during the summer.

Willow Creek Reservoir is part of the Medford City Water System. It is located on the Butte Falls-Fish Lake road east of Medford. Until recently the reservoir was closed to fishermen, which limited its recreation use. Recently it was included in the stocking program of the Oregon State Game Commission and its use has been accelerated.

Squaw Lake is located in the Siskiyou Mountains near

the headwaters of the Applegate River. The recreation attraction of this reservoir has been all but ruined by the condemnation of the dam. The water level is now so low that fishing is very poor.

Emigrant Reservoir is located about 6 miles southeast of Ashland on Highway 66. The reservoir has limited recreation value because of the withdrawal of most of the water in early summer. Fishing is fair in the early season, May and June. Boating is the principal use at present, with races held once a year. There is no commercial development.

THE BUREAU OF LAND MANAGEMENT

The Bureau of Land Management administers 958,801 acres within the Upper Rogue River Valley. This area is primarily revested Oregon-California Railroad Grant lands but there is some original public domain.

The Bureau of Land Management does not develop or administer any recreation areas, but does make some of its land available for recreation use by patent, lease or special land use permits.

CHAPTER FOUR

ECONOMIC SIGNIFICANCE OF RECREATION AND TOURISM

The recreation attractions of the Upper Rogue River Valley for tourists and vacationists have been the basis for the creation of a significant economy. Tourists require food, lodging, automobile service, as well as equipment for particular recreation activities. Residents with businesses that service the needs of tourists have developed an industry that adds approximately 14 million dollars annually to the region's income.

Expenditures are made by both tourists and residents, but the actual monetary gain accrued to the area can be shown only by dollars spent by people from outside the area. The necessary statistics required to compute this gain include: (1) number of visitors from outside the region, (2) length of visit, and (3) expenditures made within the area.

Traffic counts conducted by the Oregon State Highway Department in 1953, estimated 1,725,000 vacation-bound visitors in the Upper Rogue River Valley (11, p.2). Surveys by the National Park Service and the U.S. Fish and Wildlife Service indicated the average length of stay within the region was one and one-half days (24, p.15). In the same survey it was found that the average visitor

spent approximately $5.43 per day. Compiling the information gathered by these agencies, the average annual expenditures by visitors in the Upper Rogue River Valley may be computed as follows: 1,725,000 visitors X average length of visit (1 1/2 days) X average daily expenditures ($5.43) equals approximately 14 million dollars annually. This income is surpassed only by the approximate 56 million dollars for lumbering and the approximate 35 million dollars for agriculture. Based upon the 1955 census of Jackson and Josephine counties (approximately 100,000), the recreation income represents about 140 dollars per capita annually (3, p.6).

INDUSTRIES SERVICING TOURISTS

In order to present a more accurate view of the significance recreation has upon the region's economy, business concerns having direct associations with tourists and vacationists have been considered. These businesses or service industries are placed into four categories: (1) lodging, (2) food and drink, (3) sporting goods and related commodities, and (4) automobile service. This division is based upon the findings of a survey conducted by the National Park Service (24, pp.15-16). The survey found the vacation-dollar divided among four categories: 31.3 per cent lodging, 29.3 per cent food

and drink, 21.6 per cent sporting goods and related commodities, and 17.8 per cent transportation needs. (See Figure 23)

A personal survey was conducted in the spring of 1957. Each major highway was inventoried by the frontal traverse method, which is the most valid for the time available and the number of miles (about 300) necessary to complete the inventory. All businesses in the four categories were counted, appraised, and located on a field map. The results of the survey were transferred from the field map to the thesis map. (See Figure 34 and Appendix 1) This survey had three objectives: (1) the exact location of the establishments servicing the motorists and tourist needs, (2) the classification of each business into a general category based upon outward appearances, and (3) to show the relationship of the business categories to the physical attraction, urban center, and transportation route.

All service stations, restaurants, motels, and sporting goods stores surveyed were placed into three categories--A, B, and C. Group A represents the better quality establishments. Businesses with a new, modern appearance, or older ones that have had exceptional care would be placed into this category. Group B businesses were not as attractive or elaborate as group A, and group

THE VACATION DOLLAR EXPENDITURE WITHIN THE REGION

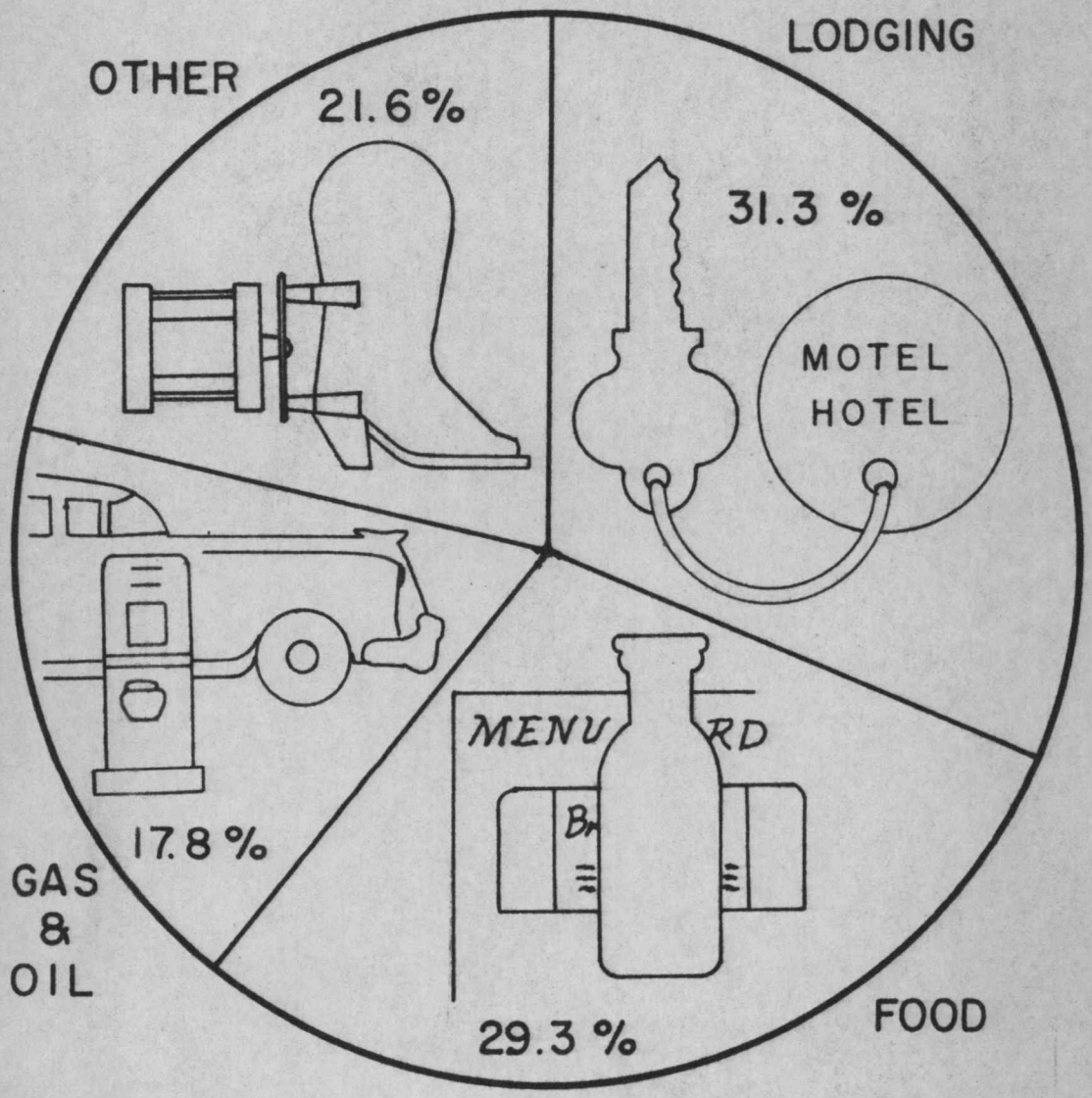

FIGURE 23

CP

C was for concerns having a general run-down, unattended appearance.

Filling stations were classed somewhat differently than the motels, restaurants, and sporting goods stores. New, well-maintained, all metal or stone units were placed in group A. Older stations with attractive outward appearances were placed into group B. Those units not specifically designed to give complete auto service, such as country stores with gas pumps, were placed into group C.

It was felt unnecessary to group sporting goods stores, due to their limited number and type of business transactions.

Lodging

Tourist lodging represents the major expenditures of visitors to the Upper Rogue River Valley. Motels are the most accessible establishments offering lodging, and they receive the largest share of the trade. Motels are followed in importance by hotels, resorts, campgrounds, private dwellings, and trailer parks.

Motels

The motels represent one of the outstanding commercial developments directed towards the tourist trade. There are 162 motels on the highways covered in this

study, and they have a total of approximately 1,100 units. They provide employment for 200 or more persons and have over 100,000 dollar payroll annually (20, p.13). Nearly one-half (48.4%) of the vacationists that visit the Upper Rogue River Valley stay at least one night in a motel (11, p.3).

Motels are found on all major highways throughout the area. Distinct concentrations are noticeable in and near population centers and on the section of U.S. Highway 99 that parallels the Rogue River. Motels located near urban centers have a number of advantages. They are close to garages, restaurants, stores, and entertainment. Those located on Rogue River frontage have the advantage of attractive scenic settings. They also offer the visitor opportunities for fishing, boating, and swimming.

The more elaborate and larger motels (group A) tend to locate in or very near cities, or on Rogue River frontage. There are 54 group A motels, representing about 25 per cent of the total. (See Figure 24) Those in group B have no apparent locational pattern. They are often found in association with the other types. There are 98 group B motels, representing 66 per cent of the total. (See Figure 25) Very few group C motels were found on the major highways, and the majority were located some distance from the population centers. Only

Figure 24. A typical group A motel located in Ashland.

Figure 25. A typical group B motel located in Ashland.

15, or 9 per cent, of the region's motels were placed in this category.

Motel location in respect to a large flow of automobile traffic is of utmost importance. Therefore, U.S. Highway 99, which has the greatest annual traffic flow, has the largest number of motels. (See Figure 34 and Appendix I)

The pattern of motel occupancy in the Upper Rogue River Valley shows a definite correlation to the tourist season. June 15 through September 15, the period of greatest tourist activity, represents the most prosperous period for motel owners. During the summer months the majority of the motels are occupied to capacity each night. Business curtailment during the winter months is especially noticeable to motel owners. January and February are the least active months insofar as tourist trade is concerned. The motels located within the cities, however, have a higher rate of occupancy during this season. The tourist has a greater choice of motels and tends to choose the more convenient and attractive units. On the basis of conferences with motel operators winter motel occupancy throughout the area is estimated to average about 50 per cent capacity. Averaging the high summer and the low winter occupancy, an overall yearly occupancy level of 70 per cent is normal.

Motel prices vary with the condition of the units and the conveniences offered. Group A motels rent for approximately $6.50 per night. Group B average about $5.00 and group C, $3.00 per night.

Hotels

Hotels are second to motels in supplying sleeping accommodations for tourists. The Department of Commerce in conjunction with the Oregon State Highway Department found that 10 per cent of the tourists interviewed used hotels as lodging during their visit in the region (11, p.3).

There are 29 hotels which have a total of approximately 1300 rooms. The majority are located in the six largest cities: Medford (10), Grants Pass (4), Ashland (3), Central Point (2), Jacksonville (1), and Phoenix (1).

Hotels employed 168 persons and had a payroll of 358,000 dollars in 1954. The total receipts for this same period totaled 1,261,000 dollars (20, p.13).

The occupancy rate of the hotels of the Upper Rogue River Valley is more evenly distributed throughout the year than that of the motels. Many of the hotel occupants are permanent guests. Furthermore, the hotels attract overnight visitors not traveling by automobile.

Resorts

Although the number of resorts are limited they nevertheless have an important role in providing lodging for tourists and vacationists.

Crater Lake National Park and Oregon Caves National Monument maintain lodges on a concession basis. Both have accommodations available for the summer tourist. (See Figure 26) Rates at Oregon Caves and Crater Lake are similar. They range from a low of three dollars for sleeping cabins to thirteen dollars for the best suites.

The Union Creek Resort has nine rooms in the lodge and thirteen cabins. All facilities have an attractive, rustic design. Overnight rates range from three-fifty per person in the lodge to six dollars in the housekeeping cabins. Union Creek is open from March 15 to October 15.

Lake of the Woods Recreation Area has thirty-two sleeping cabins and a lodge with seven rooms. Rates range from two to fifteen dollars per day. The facilities at Lake of the Woods are available in response to local weather conditions. Normally it is possible to enter the area in early May, and it closes when snow makes the roads impassible, usually in October.

At Fish Lake there are accommodations consisting of eleven cabins for daily or weekly rentals. Each cabin has two rooms. Dishes, cooking utensils, lights, range,

Figure 26. The Crater Lake Lodge occupies a site on the rim of the lake.

bedding, and wood are furnished. Rates are two dollars per person for one day or six dollars for four persons. The use period at Fish Lake is similar to the Lake of the Woods.

Other Lodging

House trailers are gaining in importance yearly as part of the equipment used by motorists. As a result there is a need for parking facilities. Almost all population nodes within the area have trailer parks. Several elaborate courts for trailers are located on U.S. Highway 99 between Grants Pass and Ashland. Rental rates for trailer parking range from $ .50 to $1.50 per night.

Many local residents rent spare rooms to tourists during the summer months. Apartments are always available to the vacationist anticipating a longer stay.

Approximately 15 per cent of the region's tourists stayed in the homes of friends, and 14 per cent made use of the various camping facilities (24, p.17).

Food and Drink

There are 210 establishments selling food in the Upper Rogue River Valley.[1] These include restaurants,

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1. Food from grocery stores is not considered unless mentioned.

drive-ins, ice cream stands, and taverns. (See Figure 34 and Appendix I) Approximately 25 per cent of these were placed in group A, 73 per cent group B, and 1.5 per cent in group C.

Most of the group A units were located in the three principal cities, Medford, Ashland, and Grants Pass. (See Figure 27) Those in group B were scattered along the highways, but still showed slight concentrations near population centers. The state sanitary laws all but eliminated group C.

The amount spent by tourists for food and drink is estimated to represent 30 per cent of their total expenditures and would equal about four million dollars annually (24, pp.15-17). Restaurants, taverns, soft-drink and ice-cream stands accounted for 3.7 million dollars of this amount. This represents over 65 per cent of the total income of the people engaged in selling food (19, pp.14-15).

The balance of the tourist expenditures for food is distributed among grocery stores, fruit stands and confectionary shops.

Filling Stations

The automobile needs of the tourist represent about 18 per cent of the money spent, or approximately 2.5 million dollars annually. A total of 161 filling

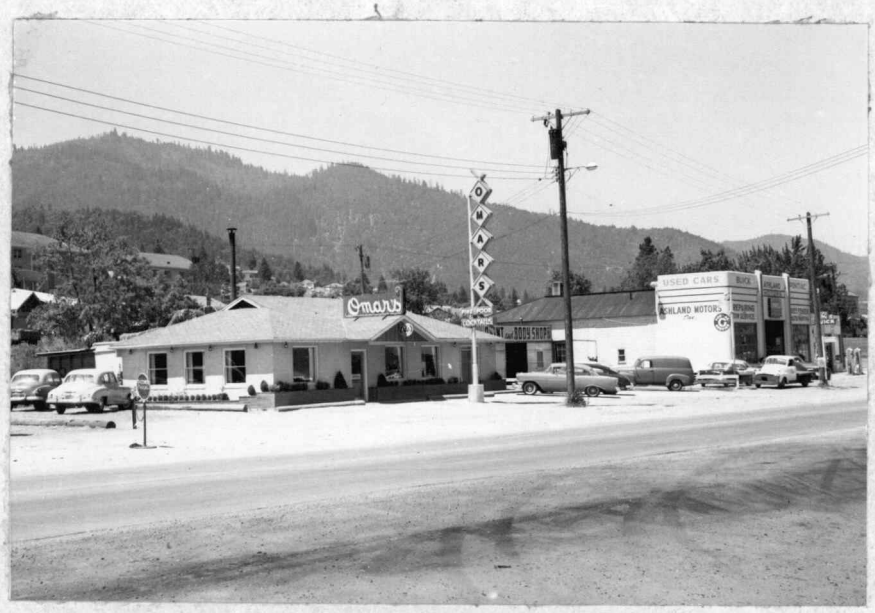

Figure 27. A typical group A restaurant located in Ashland.

Figure 28. A typical group A filling station - Stultz Union Service.

stations are selling the required products. (See Figure 34 and Appendix I)

Most vacationists traveling by auto have the necessary maintenance and repairs on their machines completed at home, in order to save trip expenses and unnecessary delay. This leaves the major purchases to establishments selling gasoline and oil products. The distribution of these commodities are normally associated with the auto filling station.

The number of persons employed in filling stations varies with the seasons. Summer is both the busiest and peak employment period in all phases of the auto-service industry. During this season many part-time employees are needed to accommodate the increased volume of business. Jackson County filling stations in 1954 employed about 120 full-time personnel, with an annual payroll of approximately 200,000 dollars (20, p.13).

Filling station sales have a definite increase during the summer season, but this cannot be completely associated with the tourist-operated vehicles. Loggers and farmers are very active during this same period and their equipment requires substantial amounts of gasoline, oil, and lubrication products.

The Stultz Union Filling Station was selected to represent the average modern service station in the area.

This station is located at the junction of U.S. Highway 99 and Oregon State Highway 66 in Ashland. Its situation is advantageous for attracting trade from both of these busy highways. (See Figure 28)

Mr. Stultz and four full-time employees operate the station of a 24-hour-a-day basis. During the summer season additional part-time help is added according to the business demand.

The tourist trade is a vital part of this operation, yet it does not constitute the major portion. Mr. Stultz estimates that tourists represent 15 per cent of his present annual sales, which have been increasing slightly for the last five years. At this station the first distinct increase in business due to tourism is normally during April and May. The most important months are June, July, and August. (See Figure 29)

The business trends of this filling station are considered representative of most class A and B units located on the major highways of the Upper Rogue River Valley.

Sporting Goods Stores

A national survey conducted by the United States Fish and Wildlife Service in 1955 indicated that the average fisherman spends $91.98 annually--$38.13 is for

MONTHLY SALES OF GASOLINE
STULTZ UNION SERVICE
ASHLAND, OREGON

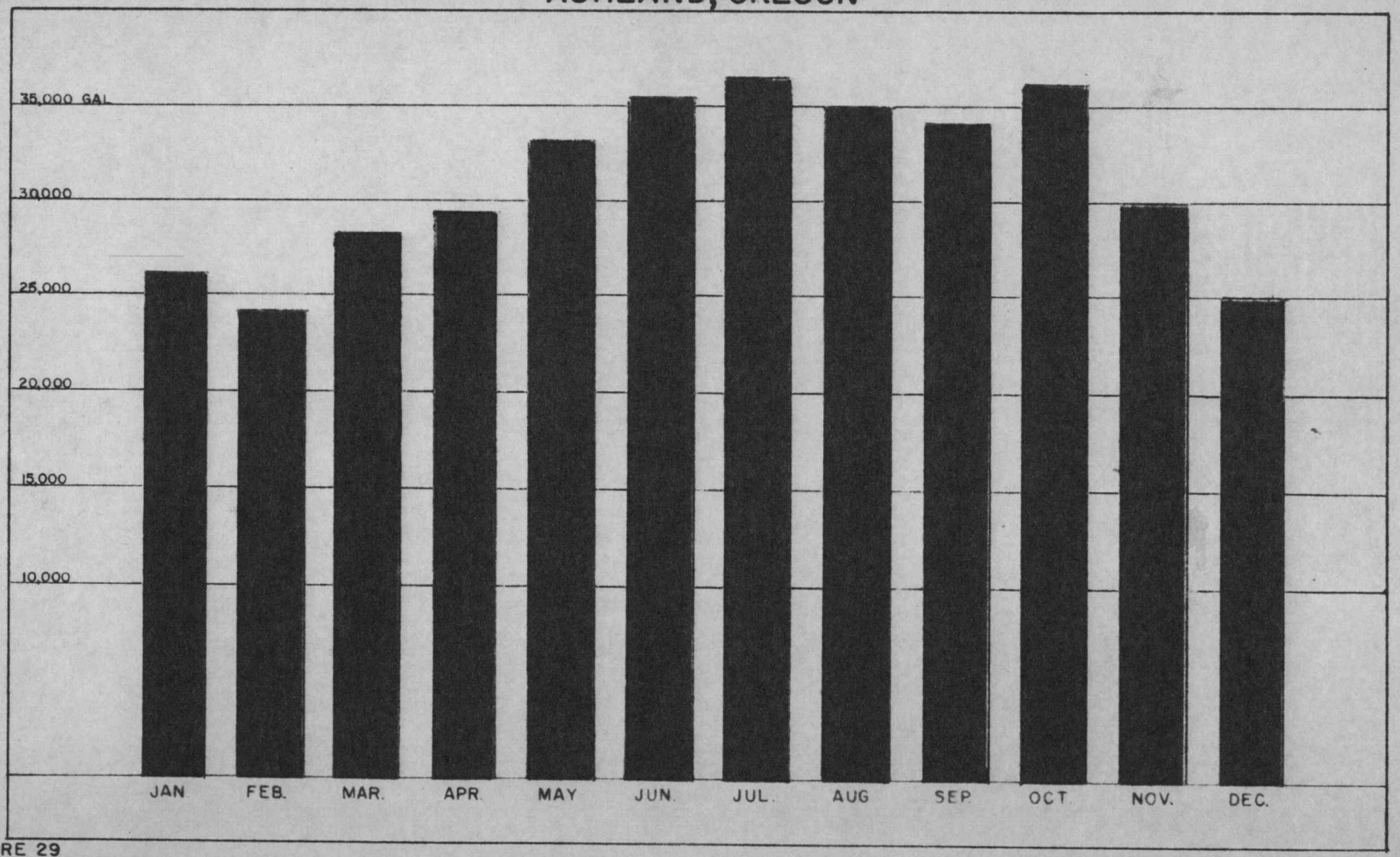

FIGURE 29

equipment. The average hunter spends $79.49--$41.46 is for equipment (23, pp.10-30). Considering that one out of every five persons of age 12 and over fished or hunted in 1955, it can be seen that establishments selling sporting goods have a tremendous business potential (23, p.7). Such businesses in the Upper Rogue River Valley have an even greater opportunity in that they are located in one of the Pacific Coast's outstanding fishing areas.

Sporting goods stores are found not only in all population centers, but in strategic locations on the major highways, and in most recreation areas of the region. In addition to buying or renting necessary equipment, the visitor may obtain information relating to recreation activities. Many grocery and hardware stores, filling stations, and taverns also sell sporting equipment. Through personal interviews it was discovered that most sporting goods stores have two distinct periods when a noticeable increase in business from tourists is apparent. The first period starts at the opening of the trout season and reaches a peak in June or July. An estimated 20 per cent sales increase is contributed to this additional tourist business. The second period corresponds with the opening of the fall steelhead fishing season, October and November. During these months it was estimated that anglers from outside the area

increased sales 10 per cent. Sales in the hunting line also fluctuated seasonally. Increased sales are noticeable when the deer, waterfowl, and upland game bird seasons open. The number of visiting hunters are small compared to the non-resident fishermen, but selling hunting supplies is still an important phase of the sporting goods business.

In addition to selling all the necessary items for recreation activities, many of the sporting goods stores act as agents for fishing and pack trip guides.

Miscellaneous

Additional recreation services rendered by local inhabitants include guided boat trips, special transportation, and the renting of riding horses.

Boat trips down the Rogue River are popular during the summer, and fishing guides are available for the serious anglers. There were 61 licensed guides operating on the Rogue River in 1955. The guides made 681 trips with 1529 persons, of which 34 per cent were resident anglers and the remaining non-resident. Fishing success is considered above average on these guided trips as the reported catch was 1,356 salmon, 2,273 steelhead, and 1,657 trout (8, p.30). Guides charge about 25 dollars per day for their services and equipment.

Mules, pack and riding horses, boats, outboard motors, fishing tackle, and hunting equipment are available for sale or on rental basis at most of the resorts.

Businessmen, city officials, and civic groups have sponsored a number of events to publicize the area, attract visitors and business, and to stimulate spending. The Shakespearean Festival, Gold Rush Jubilee, Emigrant Lake Regatta, The Rogue River Roundup, and the National Rooster Crowing Contest are the most widely advertised and are definitely of economic significance.

The Shakespearean Festival was founded in 1935 by Angus Bowmer, an English professor at Southern Oregon College. It was originally designed to be a community and college function, but it soon drew national attention. The Festival, August 1st to August 30th inclusive, is the oldest American theater organized to produce Shakespearean plays on an authentic Elizabethean stage. (See Figure 30)

In 1956, 20,000 people attended the Festival. The distribution of visitors indicated that only 27 per cent were local. Other Oregon areas contributed 32 per cent; 24 per cent were from the other two coast states and the balance was scattered throughout the United States with the exception of one per cent from foreign countries. The average stay for visitors is four days in order to see the complete series of plays.

Figure 30. A scene from one of the plays presented during the Shakespearean Festival in Ashland.

The Gold Rush Jubilee is celebrated in Jacksonville, the historical center of the Rogue River Valley. The general theme of the Jubilee is the revival of the past. Square dances, gold panning, and other early-time activities characterize the celebration.

Jacksonville has a rich historical past. The discovery of gold in 1851 made Jacksonville a boom town and for a time it was one of the richest communities in the Pacific Northwest. Later it became the first county seat of Jackson County. The city was by-passed by the Southern Pacific Railroad, which caused a gradual decline. Medford soon became the political, industrial, and commercial center of the valley. Many of the original buildings associated with the early history of the settlement still stand. (See Figure 31) A historical museum contains interesting gold rush and Indian war relics.

Speed boat enthusiasts sponsor the Emigrant Lake Regatta in September of each year. Nationally-known racers with high-powered boats compete for cash prizes. The races draw thousands of spectators from all parts of Washington, Oregon, and California.

Organized riding clubs, sheriff posses, and local businessmen schedule the Rogue River Roundup in July. The highlight is the rodeo which lures top performers

Figure 31. Many of the old buildings still stand in historical Jacksonville.

from all parts of the United States. Points won by contestants count toward the Cowboy Championship of the World.

A Rooster Crowing Contest in June crowns the champion crowing rooster of the world. Similar to the jumping frog contest of Calaveras County, California, it has national recognition.

A number of curious phenomena may be witnessed at the House of Mystery and Oregon Vortex. This is a commercial attraction located 16 miles from Grants Pass on a branch road of U.S. Highway 99.

Lithia Park in Ashland, although not a commercial development, should be noted. (See Figure 32) The designer was John McLaren, who planned San Francisco's Golden Gate Park. It is classed as one of the better small city parks in the nation. The park has a stream, exotic trees and shrubs, trails, picnic areas, and a zoo.

There is a continuous summer program in the cities which provides recreation outlets for both local residents and visitors. Ashland, Medford, and Grants Pass have golf courses, swimming pools, gun clubs, square dance groups, and baseball teams. A number of organizations such as the YMCA, Boy Scouts, and churches have activities for youngsters and adults.

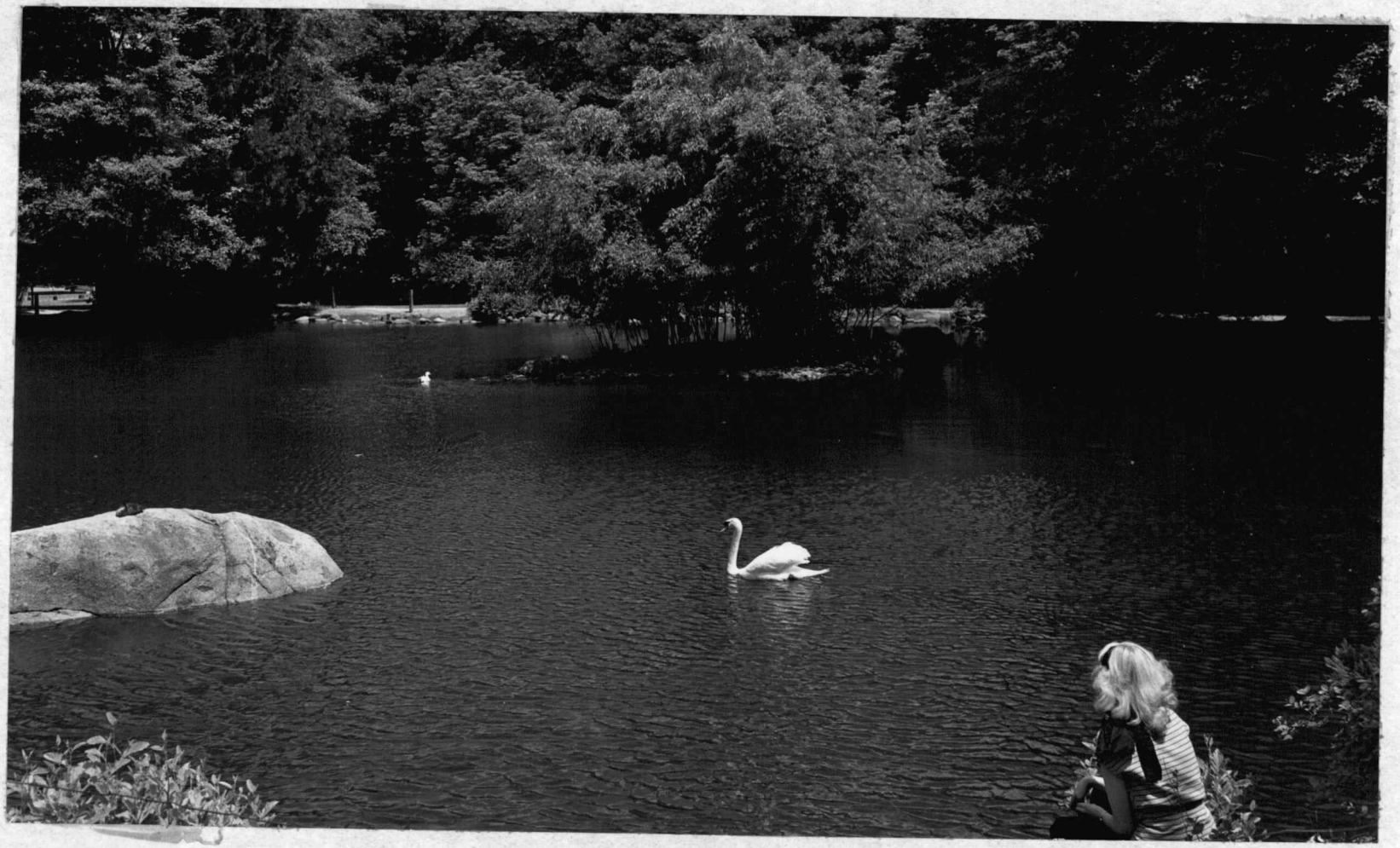

Figure 32. A small lake is one of the many attractions of Ashland's Lithia Park.

CHAPTER FIVE

SUMMARY AND CONCLUSIONS

Recreation and tourism are big business in the Upper Rogue River Valley! Their value follows closely on the heels of the two economic leaders--agriculture and forestry.

The region contains the raw ingredients for a great diversity of outdoor activities and pleasant vacations. The weather and climate permit some form of sport every month of the year. The summer season, the period of greatest tourist travel, is especially equable. The area has a favorable location in respect to population centers, and accessibility is provided by an excellent highway system. The great size (4700 square miles) is an asset. It allows considerable latitude in the choice of vacation spots and negates crowding. Mountains are a part of every view. They offer a multitude of recreation opportunities ranging through hiking, climbing, camping and skiing. Coniferous forests supply a year around green landscape. Much of the forest land is controlled by the U.S. Forest Service and cutting will be on a sustained yield basis. Consequently large areas of unsightly logged-off land will not mar the natural beauty. The highland borders are the sources for numerous mountain

streams. Many contribute their waters to the Rogue River, the master stream of the region. The fighting sports fish of the Rogue and its tributaries are one of the major attractions.

To fully utilize the recreation endowments of nature, parks and picnic areas, roads and trails, campsites, and public conveniences are among the developments needed. Federal, state and county agencies have been active in this respect. Crater Lake National Park is one of the most famous beauty spots in North America. Oregon Caves National Monument is another National Park development. The recreation-use policy of the U.S. Forest Service has been responsible for numerous campsites, public conveniences, hundreds of miles of trails and roads, scenic protective zones and Wild, Limited and Recreation Areas in the three national forests located in this region. Josephine County and the Oregon State Highway Commission dedicated land for parks. A number of reservoirs provide fishing, boating and water sports.

The natural recreation assets in addition to the developments are responsible for a large yearly influx of visitors. A number of special community events such as the Shakespearean Festival and Rogue River Roundup vie for the tourist dollar. Approximately 1,725,000 vacation-bound visitors come to the Upper Rogue River

Valley annually and spend approximately 14 million dollars. Since the majority of the vacation dollar is spent on lodging, food and drink, sporting goods and automotive needs, one of the major economic activities is the selling of these goods and services to the tourist. The number of lodging accommodations, food dispensories, and service stations in excess of the immediate population needs clearly indicates a seasonal or itinerant trade. There are 162 motels, 29 hotels, 210 eating establishments, and 161 service stations. Most of these business establishments are located in the major centers or on roads radiating from them. Most businesses have a pleasing and attractive appearance. Business begins to accelerate in May, reaches a peak in July and August and begins to decline in the latter part of September. To the average businessman, the summer season and the quickening of the economic pulse are coincidental.

Tourism can have a promising future in the Upper Rogue River Valley. Tourist travel and expenditures are on the increase. As an example, an estimated 3,454,000 people visited Oregon in 1956, an increase of 216,000 over 1955. These visitors are estimated to have spent 141 million dollars in 1956 as compared to 127 million in 1955 (2, pp.12-13). In 1947 two million visitors used

the state parks, beaches, and rest areas. In 1954, the use of these facilities vaulted to six million, an increase of 200 per cent. In 1960, the number is expected to be nine million (2, pp.12-13).

Since the Upper Rogue River Valley should receive its share of the expected tourist trade an increase in recreation facilities is apparent. Needs range from picnic and camp grounds, to large, complex multiple-use recreation areas. Much of the task of providing recreation facilities will be accomplished by managers of the public lands--the U.S. Forest Service, National Park Service, Bureau of Land Management, and the State Parks Division of the Oregon State Highway Department.

An example of increased use and inadequate facilities is indicated in the Rogue River National Forest. Many recreation areas in this forest are having a 300 per cent increase in use. Most of the Forest Service camps and picnic grounds need repairs and remodeling, and increased sanitary facilities to meet current demands (15).

The U.S. Forest Service intends to expand and improve existing facilities under the new program "Operation Outdoors". This will have an impact on the recreation picture in the Upper Rogue River Valley since a large per cent of the present and future recreation attractions and developments lie within the boundaries of the

national forest.

Visitations to Crater Lake National Park has increased steadily since the park was established in 1904. (See Figure 33) In 1940, roads, trails, campgrounds and lodges, as well as personnel, were considered adequate for the 252,000 visitors. No significant additions have been made since 1940, yet in 1955 the same facilities were forced to serve 343,839 people. It is estimated that 600,000 visitors will travel to Crater Lake in 1966 (2, p.12).

Mission 66 is a National Park program intended to ready the parks for the expected surge of visitors. Roads, trails, utilities, camp and picnic grounds, and many structures needed for public use or staff will be constructed. Mission 66 will have a favorable effect on the Upper Rogue River Valley tourist economy.

Improvements are needed in many of the present state and county parks. Additional state and county parks would relieve the congestion in those existing.

The enlargement of Emigrant Reservoir and construction of Howard Prairie Reservoir in the Cascade Mountains will increase the recreation possibilities. Increasing the size of Emigrant Reservoir will improve present boating, fishing and swimming facilities. Construction

CRATER LAKE NATIONAL PARK

VISITORS ATTENDANCE FOR ANNUAL TRAVEL YEARS 1916 TO 1955

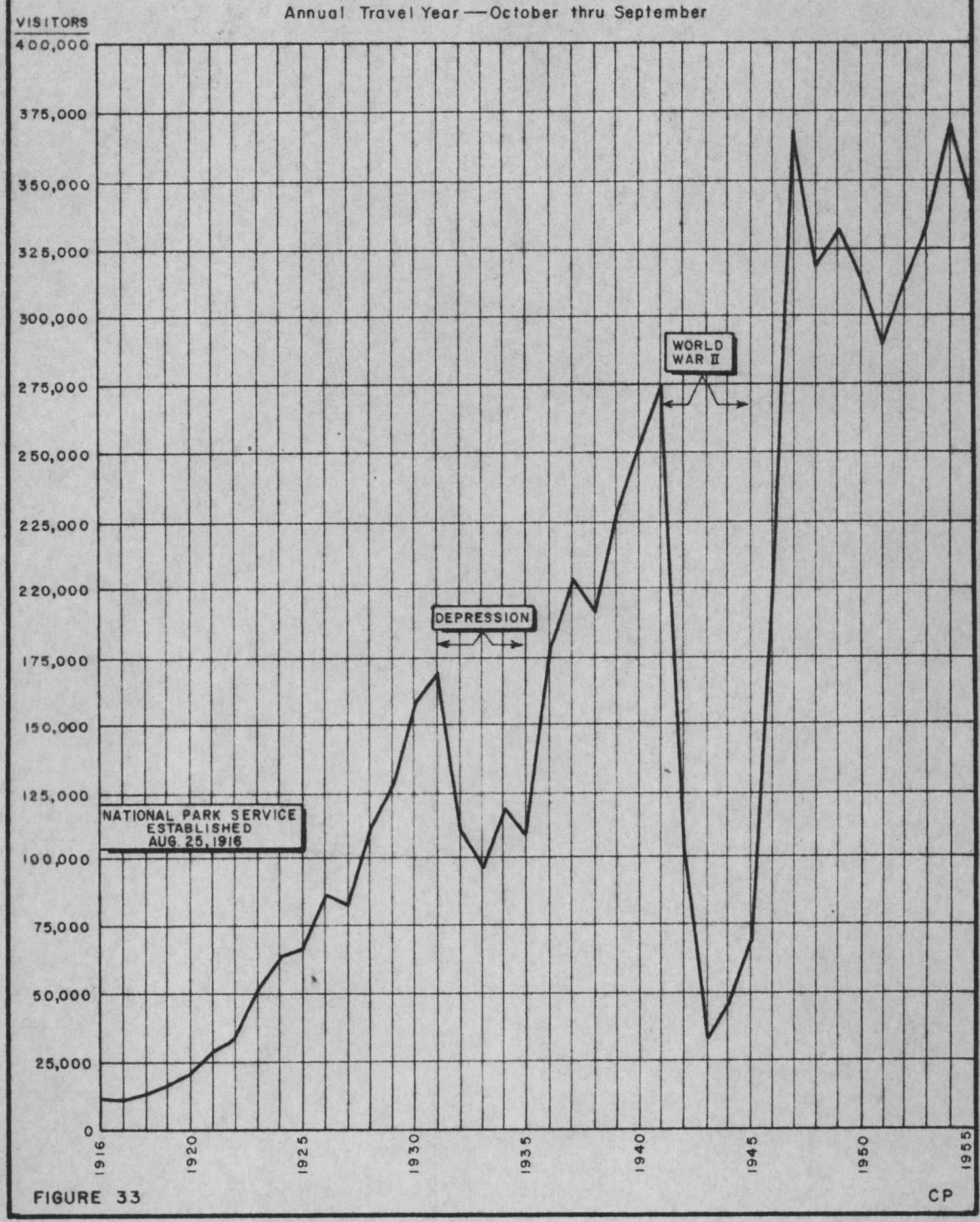

FIGURE 33

CP

of Howard Prairie Reservoir will allow fishing and boating. Summer home sites will be available.

A great potential lies in the Applegate and Illinois River valleys where recreation development is feasible. Approximately 45 miles of the Applegate River Valley is accessible by a surfaced road. It offers scenic attractions, numerous camping and picnic sites, together with swimming and fishing. Development in this area would necessitate additional commercial enterprises such as motels, service stations, restaurants, and resorts. Development in the Illinois River Valley may be in the more distant future due to rugged topography and inaccessibility. The opening of these valleys would augment present development and further bolster the tourist economy.

In addition to the great potential in the above river valleys, the proposed state highway between Medford and Klamath Falls would open a large presently undeveloped area. This planned route would run directly over a rugged portion of the Cascade Mountains. It would improve accessibility to Lake of the Woods, Fish Lake, Four Mile Lake, and the isolated Sky Lake and Mountain Lakes Wild Area. Additional Forest Service concessions along this highway would be necessary to accommodate the increased visits by tourists and vacationists. Improvements of the

present roads throughout the National Forests would foster increased use of the many now isolated areas.

Recreation is a wise method of land-use for this area since ruggedness typifies much of the terrain. The Upper Rogue River Valley has shown a rapid development in recent years and continued development of new portions of the area will be realized as tourist and recreation pressures increase.

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A P P E N D I C E S

APPENDIX ONE

LODGING

U.S. Highway 99 - North to South

Map No.	Name of Establishment	Number of Units	Grade
1	Moores Motel	6	A
2	Wolfcreek Inn	10	A
3	Stage Coach Pass Motel	8	A
4	Wildwood Cabins	6	C
5	Blue Moon Motel	10	C
6	Midway Motel	6	B
7	Hollywood Motel	12	A
8	Town and Country Motel	10	B
9	Fruit Dale Motel	8	B
10	Argyle Motel	6	B
11	Flamingo Motel	17	A
12	Garden Plaza Motel	16	A
13	Ra Mar Motel	14	A
14	Mann Motel	7	B
15	Cedar Motel	3	B
16	Rose Motel	10	A
17	Riveria Motel	6	A
18	El Rancho Motel	8	A
19	River View Motel	4	A
20	Rogue Land Motel	4	A
21	Monte Vista Motel	5	A
22	River Motel	6	A
23	Barbra Motel	4	A
24	Lakota Motel	6	B
25	Golden Trout Motel	4	B
26	White Gables Motel	6	B
27	Del Rogue Motel	14	B
28	Modern Motel	5	A
29	Buena Vista Motel	6	B
30	Green Creek Motel	3	B
31	Lee Motel	3	B
32	Sky Line Motel	6	C
33	Delux Motel	9	B
34	We Ask U Inn	8	B
35	Welcome Motel	10	A
36	Frontier Motel	6	A
37	High Tides Motel	4	B
38	River Front Motel	4	A
39	Knotty Pine Motel	5	B
40	Rogue Valley Motel	7	B
41	Rod and Reel Motel	4	B
42	Rogue River Court	4	C

Appendix One, continued

Map No.	Name of Establishment	Number of Units	Grade
43	Shangrala	6	B
44	M and A Auto Court	3	C
45	Pines Motel	5	B
46	Lazy J Motel	8	A
47	Walnut Motel	8	B
48	Star Motel	7	B
49	Rio Linda Motel	4	B
50	Laurels Motel	6	B
51	Coranado Motel	6	B
52	Homested on the Rogue Motel	9	B
53	Casa Rogue Motel	4	B
54	Rock A By Rogue Motel	4	A
55	Flycaster Motel	7	B
56	Edgewater Motel	6	A
57	Duffies Motel	4	C
58	Motel on the Rogue	6	B
59	Pine Tree Motel	4	B
60	Lazy Acres Motel	8	B
61	Welcome Motel	6	B
62	Oak Manor Motel	10	A
63	Ross Motel	3	C
64	Motel	4	C
65	El Rancho Motel	7	A
66	Valley Motel	8	B
67	Nite Lite Motel	10	A
68	Bear Creek Motel	12	A
69	Camp-U-Rest Motel	6	C
70	Ever Shady Motel	14	C
71	Red Arrow Motel	8	B
72	Oak Wood Motel	12	A
73	Roxy Ann Motel	9	B
74	Old Oregon Motel	6	B
75	Rose Motel	6	A
76	Par-A-Dise Motel	12	A
77	Rest More Motel	6	B
78	Jackson Hot Springs Motel	10	B
79	Ashland Hotel		B
80	Oregon Hotel		B
81	Lithia Hotel		A
82	Cosa Cabins	6	B
83	Colonial Motel	7	A
84	Palm Motel	7	A
85	Ashland Motel	16	A
86	Best in West Motel	4	A
87	Raths Motel	6	B
88	White Cabins	8	B
89	Carlton Motel	4	A
90	Daileys Motel	12	A

Appendix One, continued

Map No.	Name of Establishment	Number of Units	Grade
91	Siskiyou Lodge	4	B

LODGING

U.S. Highway 199 - North to South

1	Camp-O-The-Woods Motel	12	B
2	Redwoods Motel	6	C
3	Butcher Knife Motel	4	B
4	Cottage Cabins	8	B
5	Log Cabins	8	B
6	Gliddens Motel	5	C
7	Redwood Lodge	6	C
8	Holiday Motel	7	A
9	Pines Motel	4	B
10	H and H Motel	10	B
11	Days End Motel	5	B
12	Cabins	6	B
13	Cave Park Motel	12	B
14	Cabins	8	B
15	Illinois Valley Motel	6	B
16	Eastwood Motel	4	B
17	Muir Motel	10	B
18	Forest Lodge	12	B
19	Town and Country Motel	10	B
20	Trails End Motel	6	B
21	Ten Mile Motel	5	B
22	Waldo Motel	8	B
23	Twin Pines Motel	8	B

LODGING

Oregon Highway 62 - North to South

1	Union Creek Resort	8	A
2	Cabins	6	C
3	Prospect Cabins	6	C
4	Snall Court	5	C
5	Rogue Haven Motel	8	B
6	Rogue Woods Motel	12	B
7	Riffles on the Rogue Motel	6	B
8	Playtime on the Rogue Motel	4	B
9	Rogue Elk Hotel	15	B
10	Sunset on the Rogue Motel	5	B
11	California on the Rogue Motel	8	B
12	Rogue River Lodge	6	B
13	Oak Courts	6	B
14	Shady Cove Motel	6	B

Appendix One, continued

Map No.	Name of Establishment	Number of Units	Grade
15	Rafter Lazy L Motel	12	B

LODGING

Oregon Highway 66 - West to East

1	Pinehurst Hotel	6	B

Map No.	Type of Station		Grade
	FILLING STATIONS		
	U.S. Highway 99 - North to South		
1	Chevron		A
2	Shell		A
3	Union		A
4	Texaco		A
5	Mobile	(Food)	B
6	Texaco		C
7	Chevron	(Food)	B
8	Chevron	(Food)	B
9	Texaco		B
10	Golden Eagle		B
11	Union		B
12	Texaco		B
13	Chevron		B
14	U Save		A
15	Mobil		B
16	Union		B
17	Chevron	(Food)	B
18	Mobile		B
19	Flying A		B
20	Chevron	(Food)	B
21	Independent		B
23	Flying A	(Food)	B
24	Shell		B
25	Texaco		B
26	Chevron	(Food)	B
27	Union		B
28	Texaco		B
29	Richfield	(Food)	B
30	Shell		B
31	Associated		B
32	Signal		B
33	Chevron		B
34	Texaco	(Food)	B
35	Richfield		B

Appendix One, continued

Map No.	Type of Station		Grade
36	Union		A
37	Union		A
38	Flying A		A
39	Mobile		A
40	Texaco		A
41	Chevron		B
42	Richfield		A
43	Standard		A
44	Texaco	(Food)	B
45	Texaco	(Food)	B
46	Flying A		A
47	Golden Eagle		B
48	Chevron		A
49	Mobile		B
50	Texaco		B
51	Flying A		B
52	Texaco		B
53	Shell		A
54	Union		B
55	Richfield	(Food)	C
56	Flying A		B
57	Chevron		B
58	Union		A
59	Shell		A
60	Standard		A
61	Union		A
62	Signal		B
63	Flying A		A
64	Shell		A
65	Texaco		B
66	Union		A
67	Chevron		A
68	Mobile		A
69	Richfield		A
70	Union		A
71	Flying A		A
72	Bellview Union		B
73	Shell		B
74	Flying A		B
75	Texaco		B

FILLING STATIONS

U.S. Highway 199 - North to South

1	Signal	B
2	Shell	A
3	Chevron	B

Appendix One, continued

Map No.	Type of Station		Grade
4	Union		A
5	Flying A	(Food)	B
6	Union	(Food)	B
7	Texaco		B
8	Richfield		B
9	Chevron	(Food)	B
10	Associated	(Food)	B
11	Shell	(Food)	B
12	Signal	(Food)	B
13	Union	(Food)	B
14	Mobile		B
15	Shell		B
16	Signal	(Food)	B
17	Richfield	(Food)	B
18	Mobile	(Food)	B
19	Shell		B
20	Richfield		B
21	Shell		B
22	Texaco		B
23	Flying A		B
24	Shell		A
25	Mobile		A
26	Golden Eagle		B
27	Standard		A
28	Shell	(Food)	B
29	Union		B
30	Chevron	(Food)	B
31	Mobile	(Food)	B
32	Flying A		B
33	Union		A

FILLING STATIONS

Oregon Highway 62 - North to South

1	Chevron		B
2	Chevron		B
3	Richfield	(Food)	B
4	Chevron	(Food)	C
5	Flying A	(Food)	B
6	Texaco	(Food)	C
7	Sunset	(Food)	C
8	Chevron	(Food)	C
9	Texaco		B
10	Texaco		B
11	Richfield		B
12	Mobile		A

Appendix One, continued

Map No.	Type of Station		Grade
13	Chevron		B
14	Signal		B
15	Union	(Food)	B
16	Flying A		B
17	Union		B
18	Flying A	(Food)	C
19	Shell		B
20	Union		B
21	Chevron		A
22	Richfield	(Food)	C
23	Texaco		A
24	Signal	(Food)	B

FILLING STATIONS

Oregon Highway 66 - West to East

1	Associated		B
2	Union		B
3	Union	(Food)	B

Map No.	Name of Establishment	Grade

ESTABLISHMENTS SELLING FOOD AND DRINK

U.S. Highway 99 - North to South

1	Moores Restaurant	A
2	Wolfcreek Inn	A
3	Laural Cafe	B
4	Mt. Sexton Cafe	A
5	Three Js Cafe	B
6	Shepps Tavern	B
7	Marys Cafe	B
8	The Lantern Cafe	A
9	Larrys Drive In	A
10	Family Cafe	B
11	Tops Fine Food Cafe	A
12	Sandys Cafe	B
13	Sportsman Cafe	A
14	Freds Spanish Foods	A
15	Ivy Cafe	A
16	Steelhead Tavern	B
17	Rite Spot Cafe	B
18	Riverdale Cafe	B
19	Bridge Cafe	B
20	Tiny Spot Cafe	B
21	Snack Bar Cafe	B
22	Rogue Rivera Cafe	A

Appendix One, continued

Map No.	Name of Establishment	Grade
23	Flycaster Cafe	B
24	Edgewater Cafe	B
25	Dardanelles Restaurant	A
26	Trucks Cafe	B
27	El Rogue Cafe	B
28	Past Time Cafe	B
29	Sports Man Cafe	B
30	Aronalds Cafe	B
31	Table Rock Cafe	B
32	Caster Drive In	B
33	La Casita Mexican Foods Cafe	B
34	Smiths Tavern	B
35	Watsons Steaks	B
36	Postimetar Cafe	B
37	Richfield Cafe	A
38.	Kim's Restaurant	A
39	Target Cafe	B
40	Drive In	B
41	Daniels Cafe	B
42	Bills Cafe	B
43	Tally Ho Cafe	A
44	Chuck Wagon Cafe	B
45	Farmers Cafe	B
46	Dutch Gus Cafe	B
47	Nifty Nook Cafe	B
48	Plaza Cafe	A
49	Bob's Lunch	B
50	Greyhound Cafe	B
51	Palace Cafe	B
52	Lithia Hotel Coffee Shop	A
53	Corner Cafe	B
54	Steak House Cafe	B
55	Zupes Cafe	B
56	Sweet Shop	B
57	Best in West Cafe	A
58	Omars	A
59	Top Hat Drive In	A
60	Bellview Cafe	B
61	Siskiyou Lodge Cafe	B
62	Siskiyou Summit Cafe	B

ESTABLISHMENTS SELLING FOOD AND DRINK

U.S. Highway 199 - North to South

1	502 Dinner	B
2	199 Tavern	B

Appendix One, continued

Map No.	Name of Establishment	Grade
3	Hansons Cafe	B
4	Ks Chile Cafe	B
5	Redwoods Cafe	B
6	Cottage Cafe	B
7	Selma Tavern	B
8	Selma Cafe	B
9	Ritas Cafe	B
10	Mildreds Cafe	B
11	Todelope Cafe	B
12	New Cafe	A
13	Sportsman Cafe	B
14	Central Cafe	B
15	Chit Chat Cafe	B
16	Normans Cafe	B
17	East Wood Cafe	B
18	Muir Cafe	B
19	Trails End Cafe	B
20	Cafe	B
21	Melody Lane Cafe	B
22	Elk Creek Cafe	B
23	Twin Pines Cafe	B

ESTABLISHMENTS SELLING FOOD AND DRINK

Oregon Highway 62 - North to South

1	Beckies Cafe	A
2	Duncan Cafe	B
3	Mill Creek Falls Cafe	A
4	Nina's Cafe	C
5	Cottage Kitchen Cafe	B
6	Rogue River Lodge Cafe	B
7	At Last A Lunch Cafe	C
8	Shady Cove Cafe	B
9	Rainbow Cafe	B
10	Mt. View Cafe	B
11	Mary's Cafe	B
12	Stans Tavern	B
13	Camp White Cafe	B
14	Desert Cafe	A
15	Hunters Tavern	A

ESTABLISHMENTS SELLING FOOD AND DRINK

Oregon Highway 66 - West to East

1	Junction Cafe	B
2	Pinehurst Cafe	B

APPENDIX TWO

SOURCE OF DATA FOR GRAPHS, MAPS, AND PICTURES

Figure

1 Photo by Travel Division, Oregon State Highway Commission

2 U.S. National Park Service, Recreation Resources of the Upper Rogue River Basin

3 Oregon State Highway Commission, Oregon Highway Map

4 Local Climatological Summaries with Comparative Data

5 U.S. Coast and Geodetic Survey

6 Photo by Travel Division, Oregon State Highway Commission

7 Photo by Travel Division, Oregon State Highway Commission

8 Oregon State Highway Commission, Oregon Highway Map

9 Photo by Travel Division, Oregon State Highway Commission

10 Photo by Travel Division, Oregon State Highway Commission

11 Photo by Travel Division, Oregon State Highway Commission

12 Photo by Travel Division, Oregon State Highway Commission

13 U.S. National Park Service, Recreation Resources of the Upper Rogue River Valley

14 U.S. National Park Service, Vacation Survey in Rogue River Basin

15 Photo by Travel Division, Oregon State Highway Commission

Appendix Two, continued
Figure

16 Photo by Travel Division, Oregon State Highway Commission

17 Photo by Travel Division, Oregon State Highway Commission

18 Photo by Author

19 Photo by Author

20 Compiled from U.S. Forest Service Bulletins, County Bulletins, and State Highway Maps

21 Photo by Author

22 Photo by Author

23 Compiled from National Park Survey in Rogue River Valley

24 Photo by Allen Alsing, Ashland

25 Photo by Allen Alsing, Ashland

26 Photo by Travel Division, Oregon State Highway Commission

27 Photo by Allen Alsing, Ashland

28 Photo by Allen Alsing, Ashland

29 Compiled from data received from Bill Stultz, Ashland

30 Photo by Travel Division, Oregon State Highway Commission

31 Photo by Travel Division, Oregon State Highway Commission

32 Photo by Travel Division, Oregon State Highway Commission

33 Compiled from data received from National Park Service

34 Compiled from field work and Oregon State Highway Map